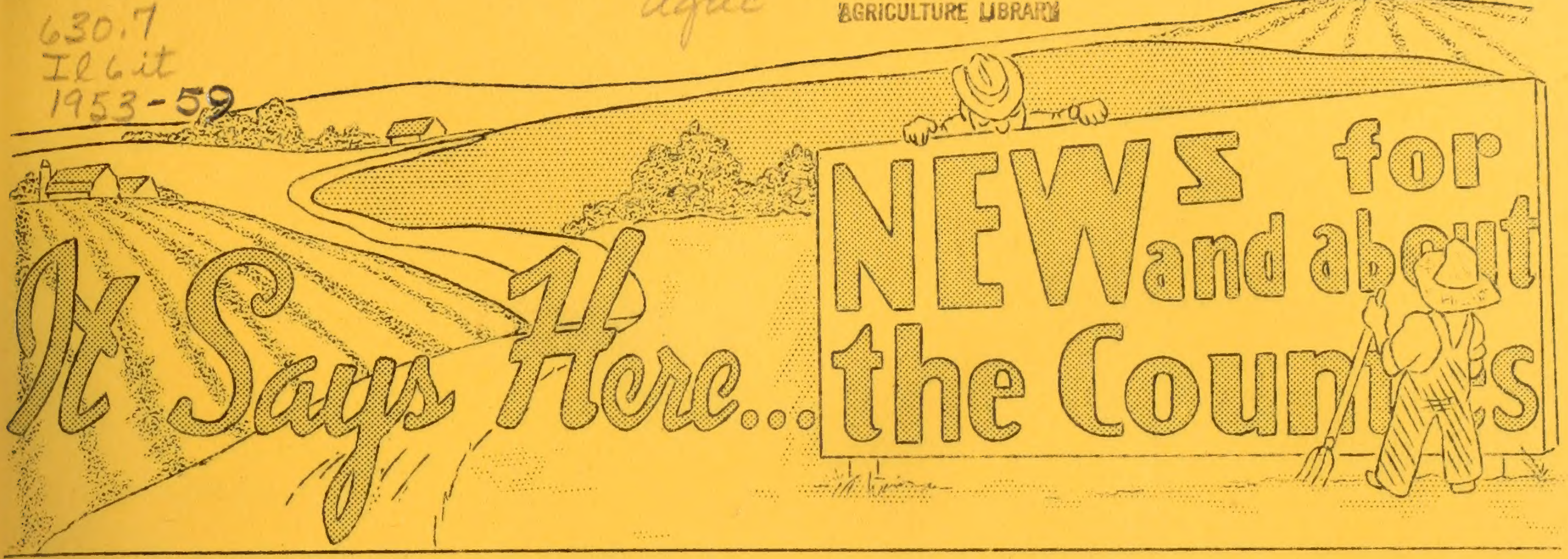




Extension Editorial Office University of Illinois College of Agriculture

TV Policy...

A second television station serving a large Illinois Farm audience recently invited the College of Agriculture to present a regular weekly program.

They wanted a program similar to "Farm and Home Time," now being presented on WBKB-TV, Chicago, each Saturday noon.

The invitation was declined and here was the reasoning:

1. The primary justification for presenting "Farm and Home Time" is to provide at least an exposure to television for a maximum number of state and northeastern Illinois county people.

2. A second justification is to train the information staff in techniques of television production.

3. A third justification, perhaps, is that the programs are reaching a sizable audience and are doing a job of extension teaching.

It seems to us, however, that with plenty of qualified local help available, there would be little excuse, other than for reasons 1 and 2, for the College to present live TV shows in distant parts of the state.

We suggested that the station manager invite county extension workers in the several counties of the coverage area to present the weekly show. And we offered to help get the series started.

This new opportunity for extension is still in the talking stage, but it does illustrate what seems to us to be a sound policy.

TV stations will spring up right and left during the next few years. And station managers will be hungry for good farm and home programs.

Farm and home advisers will be in demand as TV talent. This is as it should be. For who else is better qualified to present farm and home television? Who knows better the major problems of the county? Who knows the people--and what they like--and don't like? Certainly advisers are in the best position to meet the demands of local farm and home TV programming.

It seems to us that the role of the College ought to be to facilitate the establishment of local extension shows; to produce films, program aids, outlines and other materials that can be used to improve and supplement them; to produce live programs on the University station if such a station materializes; and to conduct TV training schools and workshops for state and county people.

This seems to us to be a sound approach to meeting the challenges and demands of television and taking advantage of a tremendous new extension teaching opportunity.

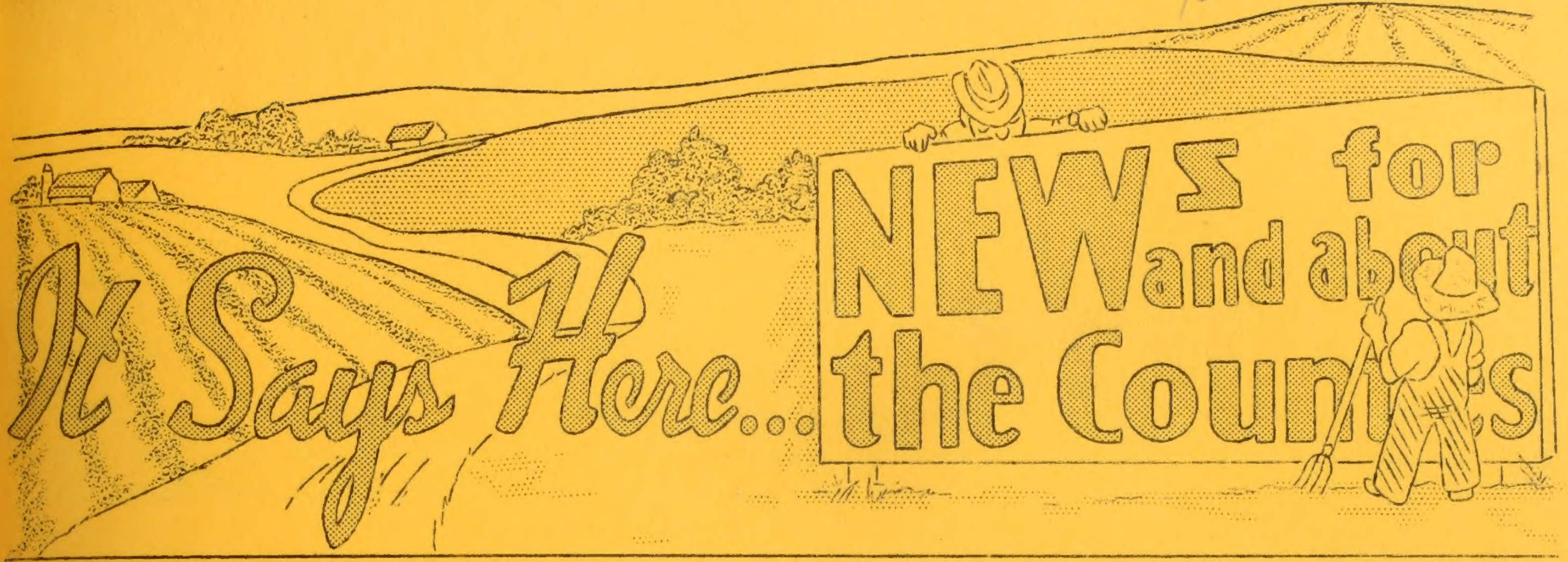
Current National TV Picture...

The Federal Communications Commission says that 175 new stations have been authorized since the freeze was lifted in June. This makes a total of 283 stations either in operation or with construction authorized.

Prospective operators have filed more than 900 applications for new station construction permits and have earmarked $225 million to build them.

The public has bought nearly 20 million sets at a cost of $7 billion.

1-8-53



Extension Editorial Office University of Illinois College of Agriculture

Bob and Ray...

Here was field editor Bob Jarnagin with his feet propped on the desk of Lake county farm adviser Ray Nicholas. "How do you reach 1,600 Lake county farmers with agricultural information?", Bob asked.

"Well," says Ray, "I can usually get 300 farmers out for a special 'day' like 'Poultry Day,' 'Dairy Day,' etc., and that's not a bad crowd for one meeting.

"But I have to call it a 'day' to get out a crowd. Only 50-60 are likely to show up at a 'meeting.' On the other hand, the number of 'days' you can have is limited."

Bob interrupted: "Do you notice any correlation between the farmers who come to extension meetings and the farmers who are doing a good job of farming?"

"Sure, I see a lot of the same faces at different meetings. Poultrymen, however, generally don't show up at 'Dairy Day,' and vice versa. But by and large, those who come to meetings are the ones who are the best extension cooperators--and the ones who are making the most money."

"How do you reach the others?", Bob asked.

"I think my personal column in the monthly publication reaches most of them," Ray replied. "I keep a record of what I see in the county on farm visits and of questions that farmers ask here in the office and on the phone. I try to answer most of the timely questions in the column.

"I also have a 15-minute program on the Waukegan station every week. Say I only reach 100 farmers a week that way. Over the year, I figure it pays off because I'm certainly reaching a lot of folks who don't come out to meetings."

Training School in Mason County...

Home Economics editors Jessie Heathman and Anne Retzer put on field editor togs and took off for Mason county, January 12.

The occasion was an information workshop for Mason county unit publicity chairmen.

Home adviser Grace Wepner also had invited chairmen from surrounding counties, as well as publicity representatives from P.T.A., Girl Scouts and local churches.

Our field editor gals gave tips on working subject-matter into advance and follow-up news stories and offered suggestions for improving the 15-minute radio program presented on a rotation basis by the various units.

Shelby County Expands Column Service...

Shelby county extension columns began showing up in new places this week -- in several county newspapers.

Actually advisers Anita Kessler and Glen Sons have been writing personal columns for a long time. But they appeared only on the farm bureau page of one county weekly.

Field editor Ken McDermott and Adviser Sons spent an afternoon last week visiting local editors to promote the use of the expanded column service. Most of the editors seemed happy about the prospect of receiving the columns on a regular basis.

Mrs. Kessler writes, "As I See it." Glen's column carries the heading, "Across the Farm Adviser's Desk."

Our Slip Is Showing...

An error crept into the 4-H Corn, Soybean Show story in the packet last week. The correct banquet date is February 4.

1-15-53

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Our Silo Is Showing...

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Extension Editorial Office University of Illinois College of Agriculture

Myers Tabulates Survey Results...

You may recall that some weeks ago we mentioned the information survey made by Macon county farm adviser Warren Myers.

For a couple of years Warren has made fairly heavy use of information methods to back up his extension program. He decided to take a critical look at his information program to find its strong and weak points.

A survey card went out to farm families asking a number of questions relating to various phases of the information program. Listed below are the questions asked and the replies:

1. Do you listen to the farm adviser's radio program on WDZ at 12:40?
   Regularly--35; Occasionally--176; Never--65.

2. Do you think the program is worthwhile?
   Yes--180; No--19; Sometimes--1.

3. From what source do you get most of your farm news? (check two)
   Magazines--197; Macon County Outlook (monthly publication)--166; Radio--130; Newspapers--6; Neighbors--4.

4. Would you like to see more farm news in your local paper?
   Yes--299; No--10.

5. Do you read your Macon County Outlook publication?
   Yes--246; No--9.

1-22-53

Card Serves as Meeting Reminder...

Supervisor W. D. Murphy has called to our attention an idea for promoting extension meetings that seems worthy of passing along. The idea comes from Jasper county farm adviser Russ Apple, who modestly says he got it from someone else.

Russ had printed up on billfold-sized cards a list of all his winter and spring extension meetings. The card is similar in size to the billfold calendars distributed by commercial organizations.

On the back side is this message: "This schedule of extension meetings was arranged by your farm adviser at the suggestion of your program planning committee. Select the ones that interest you and keep this card to remind you of the time and place."

A friendly letter accompanied the card to all of Russ's cooperators.

Farm and Home Week Radio...

In the packet this week are two items relating to Farm and Home Week radio broadcasts.

There's a story for local use in the WILL coverage area listing programs to be carried during the week on the University station. WILL has made available more time this year than ever before for direct broadcasts each day.

And for your convenience, we've arranged to have available tape recorders for programs you may wish to make for your local station. The enclosed recording plan gives all details. Don't forget to return the blank if you want to make a tape.

RECORDING PLAN
1953 Farm and Home Week

Save the top portion of this sheet to remind you that tape recorders will be available for your use in Room 41 Gregory Hall after general-session meetings Monday, Tuesday, and Wednesday, February 2, 3 and 4. WILL recording engineers will be on hand to operate the machines.

On the bottom portion, check the day and approximate time you want to record, and return the slip to Extension Editorial Office, 330 Mumford Hall, Urbana, Illinois.

There are several ways in which you can set up programs. You will probably want to interview some of your county people who are attending Farm and Home Week. You may want to interview a specialist. You may wish to give a first-hand report of the week's activities.

All you need to bring is a reel or two of tape from your local radio station.

FARM AND HOME WEEK RECORDINGS

MONDAY - February 2

4:00 ☐	4:30 ☐	5:15 ☐
4:15 ☐	5:00 ☐	5:30 ☐

TUESDAY - February 3

4:00 ☐	4:30 ☐	5:15 ☐
4:15 ☐	5:00 ☐	5:30 ☐

WEDNESDAY - February 4

4:00 ☐	4:30 ☐	5:15 ☐
4:15 ☐	5:00 ☐	5:30 ☐

Remarks: ____________________

____

Return to:
Extension Editorial Office
330 Mumford Hall
Urbana, Illinois

____
(adviser)

____
(county)



Extension Editorial Office   University of Illinois   College of Agriculture

News for Homemakers...

Macon county homemakers have a new source of information -- a weekly radio program presented by home adviser Mrs. Lula B. Keller.

The program, "News for Homemakers," is presented each Saturday at 1:00 p.m. on Station WDZ. Foods, clothing, child care, and a variety of other subjects have been discussed.

So far Mrs. Keller has done the entire 15 minutes of each program, but she plans soon to interview homemakers on current extension projects.

She reports that the station's program director was enthusiastic about having a home economics extension radio program as a service for women listeners.

Farm adviser Warren Myers has been on the same station for a couple of years with a daily farm program.

Warren has a microphone in his office and sends an extension message to farm listeners each day at 12:40 p.m.

LaSalle Newspapers Active...

A note from farm adviser Fred Painter of LaSalle county indicates that the Ottawa Daily Republican Times has instituted a daily farm page and the LaSalle News-Tribune is running a farm page each Tuesday.

Recommended Reading...

For a down-to-earth story of how a weekly newspaper editor joined forces with SCS in getting a conservation job done, read "Country Editor Gives Impetus to Island Farming" in the February issue of SOIL CONSERVATION.

Erunam...

The following gem was gleaned from "Duffy's Comments," the weekly newspaper column prepared by Crawford county farm adviser H. V. Deffenbaugh.

******

"A late news release just came to my desk.

"It's a new revolutionary garden product that will help increase soil fertility and organic matter content.

"It's called ERUNAM (pronounced AIR-OO-NAM).

"One pound contains about four ounces of organic matter, .08 oz. of nitrogen, .06 oz. of potassium and .02 oz. of phosphorus. Much of this plant food is in a form that is readily useable by crops.

"ERUNAM makes light soils heavy, heavy soils light, and steadfastly ignores the medium soils.

"One pound of this plant food concentrate is equivalent to 16 ounces.

"It's cheap. Cost is your labor and transportation.

"Source is the barnlot.

"So remember -- ERUNAM spelled backwards is -------."

******

Mats for Club Week...

In the packet this week you'll find a proof sheet with five newspaper mats that are available for promoting National 4-H Club Week in March.

Send us your order for the mats you want and we'll get them from the National Committee. It isn't too early to be thinking and planning for National 4-H Club Week.

It Says Here... NEWS for and about the Counties

Extension Editorial Office   University of Illinois   College of Agriculture

Active Press and Radio...

If Illinois farm families weren't aware of goings-on at the 1953 Farm and Home Week, it wasn't the fault of the hard-working group of press and radio editors who visited the campus during the week.

The guest book contains the names of a good many top-flight editors who are friends of the College of Agriculture and who give an added push to the extension program.

Here's a partial list: George Thiem, Chicago Daily News; Jim Tippett, Decatur Herald and Review; Hank Ponleithner, Champaign-Urbana Courier; Doc Shere, Champaign-Urbana News Gazette; Ed Borman, representing AP and UP; Frank Bill, Bloomington Daily Pantagraph; Jim Thompson, Ralph Yohe and Dick Albrecht, Prairie Farmer; Russ Van Cleve, IAA Record; and George Wormley, Farm Journal.

The Jacksonville Journal-Courier was represented, as was radio station WLS. Assistant farm director Carl Neumann MC'd "Dinner Bell" programs from the campus Monday and Tuesday.

Student reporters from Daily Illini and Illini Rural Observer covered many of the sessions for feature material. And the crew in the editorial office greased the skids for the rapid flow of information by covering sessions and feeding stories and tips to the visiting editors.

Our radio team of Jessie Heathman, Bill Mason and Larry Sarbaugh set a new record on number of programs broadcast on WILL and recordings made for later use.

TV Preview...

Most of those present weren't aware of it, but the special agricultural and home economics TV demonstrations on the University's new closed-circuit system during Farm and Home Week were the first actual demonstrations tried with the new equipment.

Use of the system had previously been limited to televising basketball games.

Several hundred Farm and Home Week visitors, including a sprinkling of advisers, saw the demonstrations conducted by the Motion Picture Television Unit.

Peoria TV?...

An unconfirmed rumor during Farm and Home Week had Peoria station WEEK-TV (uhf) on the air Monday.

Charge for 4-H Mats...

The National Committee on Boys and Girls Club Work has informed us that there will be a charge for the mats shown on the clipsheet sent you last week.

Here are the prices: Mats 1 and 2, 12¢ each; mats 4, 5, 9, and 11, 9¢ each; mats 3, 7, 8, 10, and 12, 8¢ each; mats 6, 13, and 14, 6¢ each; and mats 15, 16, 17, and 18, 4¢ each.

We are sorry that we didn't know there was a charge for the mats when we sent out the clipsheets.

You may order through this office or directly from the National Committee in Chicago. They will bill you.

2-4-53



Extension Editorial Office University of Illinois College of Agriculture

What Can You Do About It?...

A recent story to local newspapers, written by Williamson county farm adviser H. H. Fulkerson, eloquently described the complexities of modern farming and pointed up the need to maintain a high level of soil productivity.

In one page of double-spaced copy, he succeeded not only in covering the problem, but in dramatizing it as well.

In another half-page, he challenged readers to take some sort of positive action:

"What can you do about it? I suggest that you study your local problem. Get as much information as you can. There are several places.

"Read your newspapers and magazines. They have helpful hints. Try to analyze each article you read because the editor may have left something out.

"There are good resource people around. Your neighbor can help. Maybe he has had some good or bad results. The farm planner at the soil conservation office may be able to help. Your vocational agriculture teacher is a good person to check with.

"And I will be glad to help you if you will call at my office on Thursday or Saturday.

"Don't forget also that many county and community meetings are scheduled to bring you up-to-date information that will help you lower production costs and increase profits."

Hubert concluded with a good plug for a soils meeting featuring Pat Johnson, scheduled for February 16.

By continually serving up attractive information and pointing out where additional information may be secured, Hubert is fulfilling one of the main obligations of an extension worker.

Broom on NAACA Information Committee...

Farm adviser Leslie B. Broom of Pulaski-Alexander county has been named to the information committee of the National Association of County Agricultural Agents.

Les's job is to prepare stories on good jobs of extension work being done by Illinois farm advisers and by county agents in Missouri and Kansas.

You'll be helping Les and the association by dropping him a note describing some of your interesting activities.

District supervisors and field editors have agreed to help Les with this important job, so, if you prefer, channel the information through them.

Les urges you not to be modest. Extension needs all of the good ideas it can muster.

WROK Broadcasting Mosher Series...

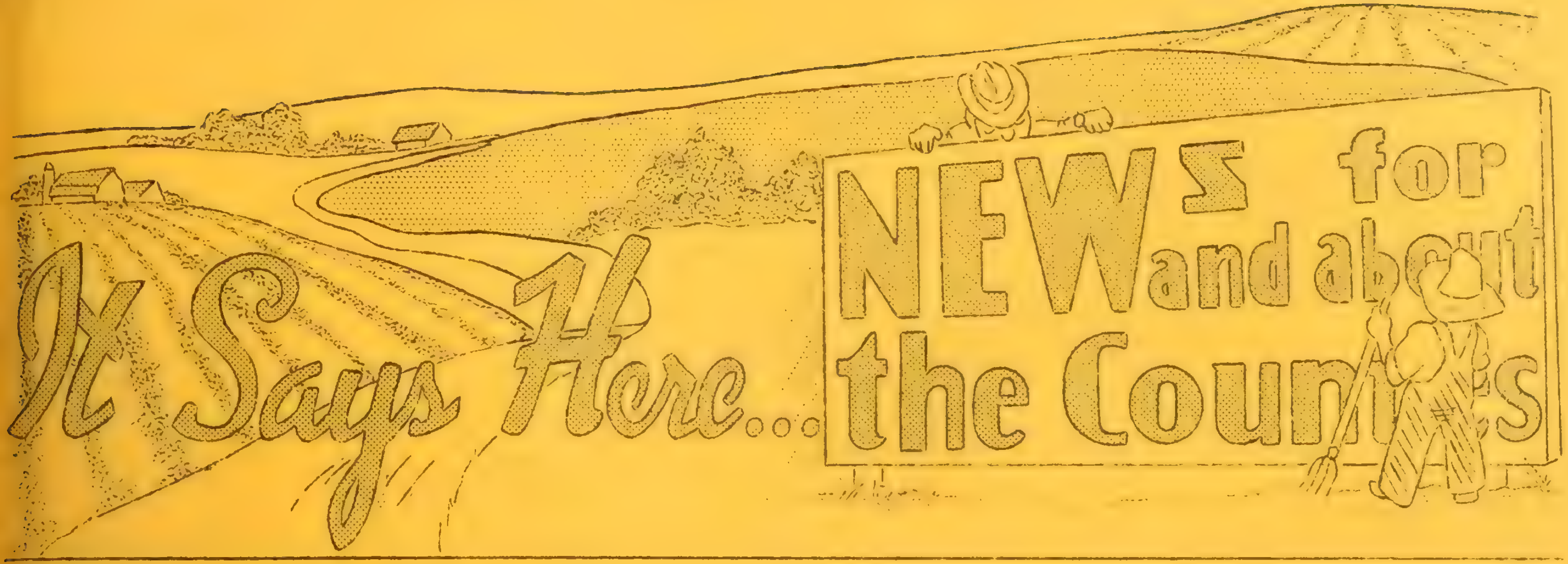
Farm Adviser Myron Smith of Winnebago county reports that radio station WROK began broadcasting M. L. Mosher's farm management radio short course on February 3.

The station will carry the series on Tuesdays and Thursdays from 12:45 to 1:15 for eight weeks.

This is the same series that is being used on WILL.

Mat Enclosed...

Enclosed is a newspaper mat with accompanying story of the first winterized cabin to be built at State 4-H Memorial Camp. Your county contributors will be interested to see what types of buildings their money is helping to build at Memorial Camp. They will also be interested to know about building progress at



Extension Editorial Office University of Illinois College of Agriculture

Dramatic Stories...

The most dramatic news stories of the year appeared in county publications and local papers in January and February.

The stories were not the ones telling of 160-bushel corn yields, or two lamb crops in one year.

They were not of revolutionary new methods of putting up silage, or of cutting feeding costs to the bone.

The stories were the ones summarizing annual reports and plans of work.

Any person conscientiously reading these stories from all the counties would get a liberal education on the outstanding accomplishments of extension -- and of the high standards of the individual extension worker.

And any person reading a single story in a single county publication would gain a new appreciation of the breadth and depth of the extension program and of the tremendous job the adviser is doing for agriculture and better family living.

These were the real stories of the year.

Gold Content...

Paul Johnson, editor of PRAIRIE FARMER and an ex-extension worker himself, offers this nugget:

"All of us whose job it is to teach rural people better methods of farming and homemaking must continually strive to increase the 'gold content' of our teaching material."

2-19-53

Cutting TV Teeth...

Some of you in other parts of the state may be interested to know that farm and home advisers in northeastern Illinois have been cutting their TV teeth.

This highly successful phase of "Farm and Home Time," the college's weekly television show, was started on January 10 with an appearance by the Cook county advisers.

Carl Mees discussed the specialized nature of the county's agriculture with a leading vegetable grower, and pointed up the value of club work by interviewing an outstanding 4-H boy.

Mrs. Claradehl Upham arranged and presented a program on growing African violets, one of the topics of current interest among her extension cooperators.

(A 30-second announcement at the end of this program resulted in 1000 requests for circular 695, "African Violets in the Home").

Lake county advisers Helen Volk and Ray Nicholas took over the February 7 show. Helen effectively dramatized Red Cross home nursing work, which is a current project of the various units.

Ray discussed "The Farmer's Share of the Consumer's Food Dollar" with a Lake county farm couple, making good use of simple visuals -- a loaf of bread and a bread knife.

Scheduled for March is a program featuring Will county's Betty Wingrove and Wayne Churchill. TV will not be a new experience for Wayne, however, since he has been on with the Will county chorus.

Other advisers in the area will be making early appearances on the show.

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

TV a Monster?...

Sometime back we ran a short dissertation here under the heading, "TV Is No Monster." Are we changing our minds? Well, yes and no, depending on how you look at it.

Supervisor W. D. Murphy reports the following experience in District IV:

"An extension soil conservation district meeting, planned for February 11, had been given wide publicity. Special entertainment had been arranged. And the high school auditorium had been rented to take care of a large crowd.

"The featured speaker was Elmer Sauer, project supervisor with the Soil Conservation Service, stationed here.

"The Davies-Gavalan fight on television that night blasted the high hopes of Crawford county farm adviser Deffenbaugh, farm planner Silas Gates, soil conservation district president Fay Duncan, and farm bureau president Leatt Postelwait. Only 50 persons showed up.

"Other farm advisers in areas where TV reception is good report short attendance at normally large meetings when popular shows are on," according to Murphy.

"Schedule-making is difficult because some attractive television shows are not scheduled much in advance. What is the solution?"

There obviously isn't any easy solution. Television _is_ a monstrous competitor for people's attention. It _isn't_ any monster, however, when it comes to using it as a teaching tool.

So extension's attitude may have to be, "If we can't fight it, perhaps we'd better join it."

TV on the March...

According to a report from USDA's Office of Information, TV now reaches two-thirds of our population.

Since the "thaw" in April 1952, 186 grants for commercial stations have been made. Eleven more have been awarded for educational stations.

The 20.5 million sets now in use have quadrupled since the 1950 census. Audience generally is figured at 3.8 viewers per household.

Some 30 commercial stations are presenting farm programs of their own. In addition, 31 land-grant colleges are presenting TV farm shows.

The Office of Information reports that the video or "see" part of the television program has more effect, as a rule, than the audio or "hear" part.

From Field Editors' Notebook...

Our field editors, on the prowl last week, picked up some good information ideas.

Vermilion County: Farm adviser Orin Hertz uses illustrated post cards to get farmers out to meetings. A card calling attention to an insect-control meeting with Pete Petty was liberally sprinkled with drawings of insect pests. The insects appeared to be crawling all over the face of the card.

Iroquois County: Assistant farm adviser Warren Bundy finds that a special map serves both as a tool for his extension work and as a visual aid for promoting 4-H.

Warren has a small map of the county pasted to a 20" x 20" piece of insulating board. To the map are pinned small signs showing the location of each 4-H Club and giving the names of local leaders.



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National Communications Center...

The W. K. Kellogg Foundation has approved a five-year grant of $343,424 to establish and operate a national agricultural communications center to help improve and extend the services and facilities of the land-grant colleges and USDA.

Michigan State College will be the site of the new center.

As many of you know, Hadley Read spearheaded this project and helped guide it through formative stages before leaving for Europe.

Information Is Like Nitrogen...

After attending several of the recent agronomy schools for farm advisers and others, field editor Ken McDermott came up with this analogy:

"The information on soils and plant foods that the farm adviser has in his mind is like the year's supply of nitrogen fertilizer that is stored in the barn.

"It has to get on the ground before it will do any good. And as with nitrogen, the method and time of application are important.

"If you put it on in one big application -- say in midwinter -- how much of the information will leach out before it can be used? Will it be there when needed? Is it in an available form?

"Like nitrogen, there are times when the information supply is critical. More information is needed on soils and fertilizers at these critical times than in all the rest of the growing season."

Can your field editor be of help to you in planning your information application program? He's a specialist in information methods. And his help is available for the asking.

Rip's Ramblings...

After three days in District II counties, field editor Rip Glissendorf returned with new enthusiasm about the many teaching opportunities offered by modern information methods and the ways in which farm and home advisers are taking advantage of them.

A few gleanings from Rip's ramblings:

George Trull, Rock Island county adviser, dispensing useful information and plugging his county Dairy Day program on WOC-TV.

Curt Eisenmayer, who drove way up from Henderson county to answer the TV call at WOC, getting valuable experience while putting his story across.

Maxine Graham, Hancock county home adviser, laying the ground work for a radio program clinic requested by home bureau units. Maxine plans to call on editors Jessie Heathman and Anne Retzer for help.

Bill Coolidge, District II supervisor, putting his "What Is Extension" program over with a bang at county co-op training schools with the help of a lively set of effective visual aids.

Nye Bouslog, McDonough county farm adviser, popping off vest buttoms as a result of compliments on his well-illustrated section on extension activities in the county's farm bureau annual report.

It Says Here... NEWS for and about the Counties

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Word From Hadley...

Our most recent letters from Hadley Read have come from Denmark and Norway, where he studied the agricultural information situation at the request of the governments of the two countries.

Coming up is a visit to the Netherlands, where the agricultural situation is critical as a result of the recent floods.

Hadley and his family expect to wind up their European assignment by May 1 and leave immediately for home. He'll be back on the job here June 1.

Brucellosis Folder...

In the packet this week is a copy of Macon county's promotional folder on brucellosis control. The folder is a product of field editor cooperation with advisers and supervisors on an educational project.

Advisers Lulu Keller and Warren Myers felt they needed such a folder to give a push to the brucellosis control program they were starting on a township basis.

District III field editor Jack Murray was called in on the project, and this folder was developed by the advisers in cooperation with supervisor Francis Longmire and Murray.

If you have a special project that requires editorial assistance, call on your field editor. He's at your service.

In case you've forgotten who your field editor is, here's the lineup: District I - Bob Jarnagin; District II - Rip Glissendorf; District III - Jack Murray; District IV - Ken McDermott; District V - Don Schild.

Circular Letters...

Farm adviser Charlie Glover of St. Clair county believes that an illustration can pep up an otherwise drab circular letter.

We've seen recent examples of Charlie's handiwork and they look good. One illustration of an "Elsie"-type cow at a dinner table called attention to a livestock management, feeding, and disease control meeting. Another, showing a comfortable, well-landscaped home, invited folks to one of Harleigh Kemmerer's landscaping meetings.

Bill Sager used illustrations, too, in recent letters announcing the 4-H tractor schools and other meetings in Woodford county, where he is assistant farm adviser.

But Hugh Brock, farm adviser in Woodford, holds out for post cards to announce meetings. Hugh says the cards save time for the office help--no stuffing. He starts each card with a leading question.

Jessie Heathman Sets the Pace...

Hard-working Jessie Heathman is still setting the pace for us. She left campus Thursday morning; stopped in Chicago to check arrangements for Saturday's TV show; caught a train for Grand Island, Nebraska, where she addressed an extension section and a general session of the Nebraska Home Economics Association annual meeting; caught an overnight train back to Chicago, where she MC'd "Farm and Home Time" TV; checked her desk in Urbana that night; left Sunday for Rock Island and helped stage a TV workshop there Monday for Illinois and Iowa county folks;...and was the first one at work this morning.

It Says Here... NEWS for and about the Counties

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Rogers Shock Technique...

As you know, the extension editorial office long has advocated six steps in a balanced county information program:

1) Know your editors; 2) have a regular weekly news service; 3) write a weekly personal column; 4) use radio; 5) use illustrated circular letters; 6) improve county publications.

Now we must add a seventh point -- the "Rogers Shock Technique," for emergency use with reluctant editors.

The following account was reported to us by extension livestock specialist Dick Carlisle. And for his interest in county information problems and as a reward for this item, we have granted Dick the title of "Honorary Field Editor." Here's the story:

Farm adviser Les Rogers of Perry county had tried all of the usual approaches in interesting local editors in providing editorial support for the county extension program.

He had fair success except with one editor. For some reason he had difficulty in selling this editor on the idea.

Finally, after trying many other ways to break the ice, Les worked up an especially good human interest story and called the man to see if he would use it. Not interested.

So Les, exasperated after all his efforts, understandably exploded: "Well, I'm not going to waste my time any more thinking about your paper." He thanked the man and hung up.

A few days later the editor started camping on Les's doorstep, looking for farm news. He started publishing a weekly double-page farm spread. And he's now a top-flight cooperator.

Dick reported that all of the local papers have started weekly farm pages, are eager for farm news, and use everything Les sends.

Successful TV Workshop...

Illinois has had its first television workshop for county extension workers and others who are potential resource people for local farm and home TV shows.

We have not yet had time to evaluate the Rock Island—Davenport TV Workshop; but judging from the comments of participants and station personnel, the session on March 16 was successful.

As you know, the Extension Service here cooperated with Iowa State College and Stations WHBF-TV, Rock Island, and WOC-TV, Davenport, in sponsoring the one-day training school.

Four Illinois counties were represented, Whiteside, Rock Island, Henry, and Mercer. Five Iowa counties were there. Participants included farm and home advisers, vocational agriculture and home economics instructors, and work unit conservationists.

There were 80 participants, including the instructional staff. Station personnel boosted attendance to nearly 100.

Out of this experience we hope to develop a pattern for future workshops to be held as local television stations go on the air. We feel reasonably sure that we have the pattern, but we won't know for sure until we survey the participants.



Extension Editorial Office University of Illinois College of Agriculture

Add More TV...

The day of television reception in east-central Illinois has been brought closer with the merger of two companies competing for the region's only very high frequency commercial channel.

Transmitter for the new station is to be located at Seymour in Champaign county. Station is to have a 750-foot antenna, providing a coverage radius of about 70 miles.

This area will remain primarily an ultra high frequency reception area, however, with uhf channels allocated to firms in Danville, Decatur, Bloomington and Peoria.

Special Farm Editions...

Evidence of good editor-adviser relations showed up recently in the form of two special farm editions.

Advisers Orin Hertz of Vermilion county and Ed Bay of Sangamon both went all out in providing editors with copy for weighty farm editions.

Orin's paper ran 23 full pages. Ed's hit 15. Both editions were exceptionally well done, well illustrated with pictures, and hit hard on the extension theme--"Better Farming for Better Living."

Extension's role was clearly defined in both papers.

Man-Sized Post Cards...

Ogle county's George Perisho has joined Ray Nicholas and others who have switched to jumbo-size attention-getting post cards to plug meetings. George used a 6 x 9 cartoon-illustrated card to flag farmers to a special dairy meeting.

From Field Editors' Notebooks...

Our field editors have been on the move lately. Here are some random items jotted down in notebooks during visits with advisers:

Woodford county: Hugh Brock and company send a regular weekly news release to all weeklies, dailies and radio stations that reach into the county. Hugh's packet of mimeo'd releases goes to 14 different outlets. His information day is Monday. He writes the stories and wraps up the packet for the first day of each week.

Iroquois county: Advisers here also send out a regular weekly news service. Assistant adviser Warren Bundy says he knows this is a paying proposition. Next summer's camping fees and applications for Junior Chicken of Tomorrow Contest already are rolling in. These activities have not been announced except through the weekly news release.

Iroquois county farm adviser Ken Imig says his extension program planning committee feels the weekly service is valuable. Ken recently packed 450 people into a Watseka theatre for a soils meeting. Commenting on the value of advanced publicity, he says, "I sure don't talk to 450 individual people about that meeting coming up."

Menard county: Lloyd Chalcraft is allotted four to five columns each week for extension work in the tabloid-size PETERSBURG OBSERVER. Occasionally extension's message spills over that, however. A recent issue carried 142 column inches! (If you don't think this is a lot of writing, try it sometime. It's almost a full page of copy for standard-size newspaper.)

3-25-53

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

Duffy Takes Over...

We're turning most of this column over to H. V. Deffenbaugh this week. In the March 21 issue of the Robinson Daily News, Duffy used his regular weekly personal column to discuss an important new phase of his information program. Here's Duffy talking:

"Beginning with this morning the broadcast timely topics are coming direct from my office desk. These broadcasts are being made by tape recording to be put on the air from now on at 6:30 in the mornings every Saturday. This time will hold true especially during the summer and early fall.

"So now farmers can tune in at 740, that's over WVLN, to hear timely topics from Crawford county. The change was brought about by request of many who answered the Extension Service questionnaire. Over 97% who answered the comments on the radio broadcast were to change the time of broadcast so they can hear. They said it was at the wrong time for farmers, because they were not in the house near a radio at 9:30 a.m. So now with the fine cooperation of WVLN staff, this time of broadcast was changed for your convenience.

"You might be interested further in the result so far of the Extension Service survey:

2%--regular listeners.
36%--sometimes.
62%--never.
(Editor's note: Above apply to 9:30 a.m. broadcast.)
Straight talk on timely topics--1st.
Interview a Crawford county farmer--2nd.
Straight talk on one subject--4th.
Interview a college specialist--5th.
Several talking on one subject--3rd.

"I think you will find that most of my broadcasts are on timely topics and according to popular demand we shall continue to have timely topics on agriculture.

"Also with the present arrangements, there will be a chance to have Crawford county farmers on the broadcast. Since the tape recordings will be made from my office each week it will be convenient to have a farmer to interview. Also the tape recorder is portable which will mean that we can go to the farm, meetings, etc., to pick up a broadcast that will be interesting and informative.

"At our extension service meetings we can ask college specialists to discuss something of interest to our listeners. These will not come regularly, but whenever a specialist is in the county, we shall try to have him on the air for a few minutes.

"Also we will have some of the other types of programs whenever possible.

"So remember it's 6:30 a.m. every Saturday on WVLN at 740 on your dial that you can hear Timely Topics from Crawford county."

Squanto...

Sangamon county farm adviser Ed Bay's editorial skill is revealed in the improved appearance and layout of The County Agent, official publication of NACAA. As editor this year, Ed developed the excellent Squanto motif that will appear on the cover page of each issue.

[illegible]



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Churchill's TV Swamps Switchboard...

Will county's Betty Wingrove and Wayne Churchill gave a good account of themselves on TV last week, if mail count and telephone calls are any indication.

The station is still receiving coin-laden letters from homemakers who saw the Will county advisers on "Farm and Home Time."

Betty's guest, a home bureau member, demonstrated how easy and inexpensive it is to make attractive Easter bonnets out of discarded men's hats. The small charge was to pay for literature the woman had prepared on the subject.

Wayne is still mopping his brow over the activity he stirred up in offering free baby chicks to the first 10 persons who called a local hatchery.

Commented Wayne: "The main handicaps were that they had only one telephone line and the fact that they ran out of chicks!

"Forty-seven calls were received on the single line in the first 30 minutes. Calls were received from 19 different communities -- Joliet, Plainfield, Mokena, Franklin Park, Lockport, New Lenox, Chicago, Berwyn, Elwood, Naperville, Wheeling, Symerton, Coal City, Crete, LaGrange, Geneva, Wilmington, Barrington, and Gary, Indiana.

"One family from Lemont could not get the line, so drove down. Quite a few of the folks will drive down to Joliet Saturday to get their chicks."

The Will county presentation climaxed "Farm and Home Time," the weekly TV show the College of Agriculture has presented during the past year.

The program is a casualty of a change of management of the station. WBBM-TV inherited the program when the CBS network purchased the station facilities from WBKB. WBBM officials reported to us that they were under heavy pressure to take more network programs, leaving less time available for public service programs.

The series has been well worth the time and effort that went into it. The original objectives were:

1. To provide at least one TV experience for as many specialists and advisers as possible. (More than 80 persons had this experience.)

2. To gain experience in program planning and production.

3. To provide a public service for television viewers in the station's coverage area. (The heavy mail response -- as many as 1700 requests for a single circular -- indicates some success in this objective.)

More TV...

600 TV stations in 300 cities in three years is forecast by Edward D. Madden of NBC. He predicts that by then 79 percent of American homes will have receivers, and reception will be possible in 95 percent of homes.

Spring Clean-up Week...

Enclosed in this week's packet is an announcement folder on Spring Clean-up Week. You will notice on the last page a list of helpful USDA publications you can order.

It Says Here... NEWS for and about the Counties

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So Long, Rip...

Just a little over a year ago in this column we introduced Owen F. "Rip" Glissendorf. Rip joined the staff last April to lend a hand during the leave of absence of extension editor Hadley Read.

Now, after what seems more like a couple of weeks than a year, Rip is cleaning out his desk and getting ready to climb up several rungs on the ladder of a successful editorial career.

Rip's new post is that of director of publications and information of the Super Market Institute, a research-information service organization for some 7,000 member markets and stores throughout the country, with headquarters in Chicago.

In many respects, Rip's job with the Super Market Institute will be similar to his extension job here. The Institute performs an extension-type service for member stores in the area of improving merchandising techniques and consumer relations.

During the past year, Rip's nimble typewriter fingers have turned out hundreds of stories for daily newspapers and radio broadcasts.

He also headed up our special services to Prairie Farmer and the IAA Record; produced television programs; served as relief radio man; and served extension district II as field editor.

Filling Rip's busy shoes will be a man-sized job. Super Market Institute was looking for a man-sized man to head up a department. They got one in Rip Glissendorf.

4/16/53

Bureau Homemakers in the News...

Bureau county home adviser Hazel Barackman reports that a local weekly newspaper, the Bureau Valley Chief, is giving home economics extension a good boost through a special series of columns.

Each week the column introduces one or two women with a personality sketch, photo and favorite recipe. The paper sends a reporter to meetings to pick up this information, as well as general news about extension activities.

Illustrated Cards...

We've seen two more good examples of illustrated cards calling farmers' attention to meetings.

Adviser Earl Bantz of Jo Daviess county stimulated interest by asking the question: "Corn like this?" -- and pictured beside it an ear that it wouldn't take many of to make a bushel -- "Or like this?" -- and beside that, a nubbin.

Since Al Lang is so widely known, Gene Mosbacher ran a photo of him on the invitation card. Gene was right in figuring that Al's name and photo would provide all the pulling power he'd need for good attendance.

Carlisle in Swift Ad...

Extension livestock specialist Dick Carlisle does a good public relations job for the University of Illinois in the Swift and Company full-page ad appearing in the April farm magazines.

It Says Here... NEWS for and about the Country

Extension Editorial Office University of Illinois College of Agriculture

Franklin County Looks Ahead...

The following item is from the notebook of field editor Ken McDermott, who spent a part of last week visiting advisers in District V.

****

In October 1951, Chris Christenson invited a small group of people in to talk over some of the agricultural problems facing Franklin county.

In that group were all the vocational agriculture teachers of the county, farm representatives of two banks, and other business men.

That group organized themselves into the Franklin County Agricultural Advisory Council. It is now made up of 36 members: 10 farmers, six half-time farmers, 15 businessmen, and five vocational agriculture teachers.

They appointed two committees in that October meeting to consider possibilities for bringing in new agricultural enterprises.

One committee, with a West Frankfort grocer as chairman, was to look into the possibilities of small fruits. Another, with the editor from Christopher as chairman, explored the poultry possibilities.

The council figures that the county's farm income can easily be increased a million dollars to help offset the decline in income from coal mining.

The committees have held many meetings and discussed the problems in various communities over the county.

Thursday, April 18, 300 Franklin county people interested in agricultural progress met with the council to hear George McLean, editor of the Tupelo, Mississippi, Journal, tell what his community has been doing to increase farm income.

They heard quite a story--of how the town's businessmen invest money and time

They work and hope for outside industry to come in. In the meanwhile they do something to increase what they already have.

It started in 1917, the first year boll weevil got that far north. The story is that one pesky weevil bit one of the town bankers square in the seat of the pants.

That bank put on a former county agent as farm specialist to lay the groundwork for the dairy industry, which now contributes four million dollars a year to the area's wealth.

A little later, businessmen were asked to raise money for other technical workers to help people do a better job of farming. What the businessmen are interested in is producing more pie rather than fighting over the pie they already have.

Farmers know that if you milk a cow and want something besides big muscles you need to feed her. The businessmen of Tupelo now know that.

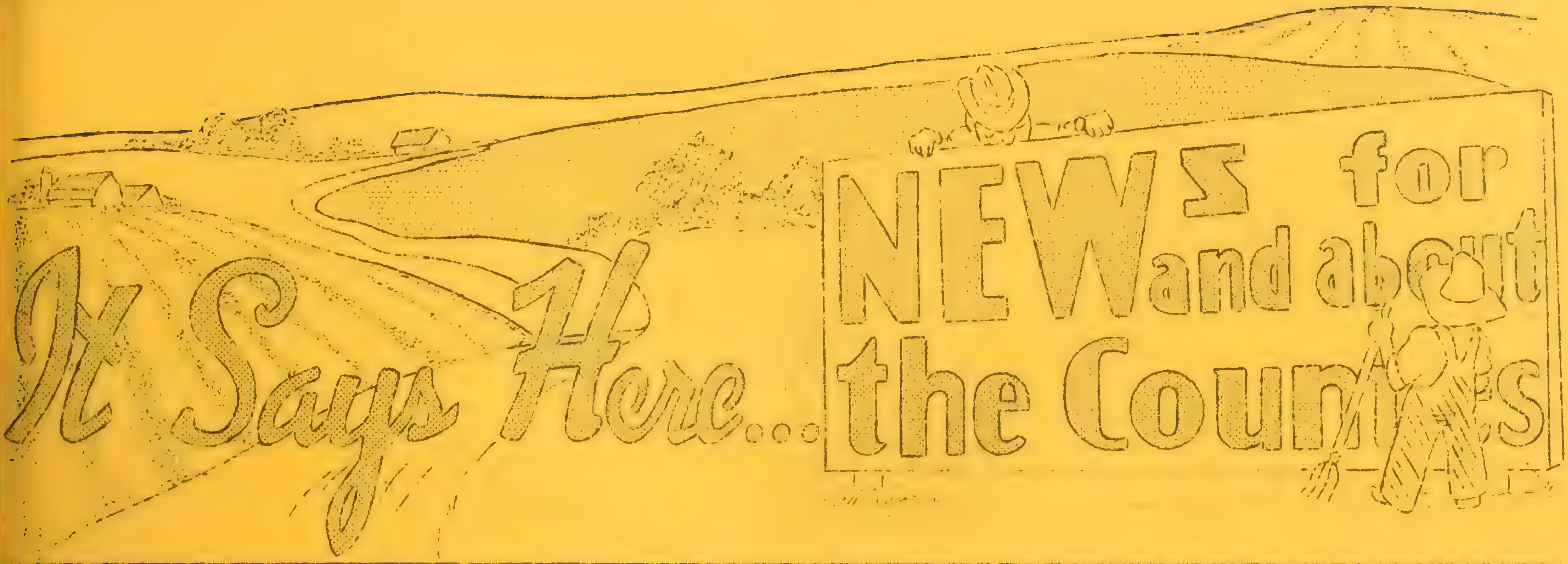
Because local people were doing something, the Carnation milk company picked the town when it was looking for a southern site for a dairy plant. In the last four years farmers in the area have built 200 new grade A milk barns.

One of the Carnation employees, a man from Illinois incidentally, decided to go into the locker plant business a few years ago.

He borrowed $10,000. Today he does $2,000,000 worth of business processing locally grown broilers for airlines.

"Develop local industry," McLean told the Franklin county folks. "There ain't no Santy Claus. There ain't no Santy Claus in Chicago, in Detroit, in Washington, or in Springfield."

"You've already got the cow, the sow, the hen--a factory on every farm. And the buildings are already built," he says.



Extension Editorial Office University of Illinois College of Agriculture

Field Editors to LaSalle...

Anne Retzer and Bob Jarnagin paid a field editor call last week on Arvina Holloway and her LaSalle county home bureau publicity committee. The session helped to "jell" plans for helping unit publicity chairmen do a more effective job.

Four members of the county publicity committee, present for the morning meeting, were joined by five more unit chairmen for a short afternoon session.

One of the most fruitful results of the meeting was the visit of radio farm director Jim Bruns of station WLPO, LaSalle.

Most of the unit chairmen listened regularly to Jim's early morning farm program. But they hadn't known that they could participate on it. Before he left, the group made tentative plans for a weekly 15-minute report of county activities.

Jim offered to bring his tape recorder to meetings rather than have the women go to the trouble of appearing in person at 6:30 a.m. It was a fine example of the type of cooperation extension can get from press and radio folks who are really "sold" on serving rural people.

The field editors were impressed with the fine job Arvina and her county information committee are doing in building good relationships with the press and radio in LaSalle county.

All of the unit chairmen seemed to be well satisfied with the way their material is used. All agreed that the best way to work out difficulties and misunderstandings with editors was to get acquainted with them to find out exactly what they want in the way of news and how much they can use.

Arvina and farm adviser Fred Painter both have weekly 15-minute radio programs over station WCMY, Ottawa. If the plans with WLPO materialize, farm families in LaSalle county will be well "covered" with timely radio topics, in addition to the good press coverage they already enjoy.

Logan County Radio...

Mrs. Mabel Albrecht, Logan county home adviser, reports good returns from a "one-try" radio program on station WPRC. She mentioned her cook book project and received inquiries from as far away as Vermilion county.

Belated Bouquet...

Here's a tardy pat on the back for all the fine special editions and special pages that were published for National 4-H Club Week. Two of the snappiest we saw came from Lake and Will counties.

Much of Lake's Diversified Farmer and Homemaker was devoted to information and pictures about county 4-H club activities.

The annual farm supplement of the Joliet Herald-News featured a salute to 4-H Club Week. There were 36 pages in the special supplement, mostly filled with 4-H stories and pictures.

Assistant home adviser Kay Anderson and assistant farm adviser Ray Alderson deserve a special bouquet for their efforts on this picture edition. Not only did they work hard rounding up material for the newspaper, but they also staged a window display contest over the county.

April 28, 1953

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

More on Tupelo...

Here's a second installment of the Tupelo story reported by field editor Ken McDermott in the April 23 "It Says Here":

****

"Even though Tupelo's community work dates from 1917, editor George McLean of the Tupelo, Mississippi, Journal places greatest value on the work of the Rural Community Development Council, which was organized in 1946.

"Through it they have found a way to interest the 'last man down the road' in following good farming practices. It's a contest in which whole communities compete.

"McLean says the council decided that, if as much enthusiasm could be generated for community improvement as for basketball, they could pull the area's economy up by the bootstraps overnight.

"It has almost happened. Here's how it works:

"Businessmen of Tupelo, a town of 11,500, put up about $40,000 a year for prize money and operating expenses. First prize is $500. To compete, a community must be organized, with a president, vice president, secretary, junior president, and board of directors.

"The people of the community decide for themselves where the community lines are. Every family living within the community lines must be judged.

"The first year the winning community adopted about six approved practices per family. Last year the winning community adopted 22 practices per family -- and every family turned in a report.

"McLean says this type of team competition encourages the better farmers to go out and help the less efficient farmers, since they're all judged together.

"A professional community relations man helps local leaders set up the community organization. Then he steps out and the leaders function. After a year or so, the professional man is little more than a guest at the meetings.

"After a community is organized, a civic club adopts it and serves as its cheering section. But otherwise the people themselves generate the power for their own community improvement.

"In 1953 they expect about 18,000 people to be organized on the community contest basis.

"Communities win points for organizing, and for attending and participating in planning and action meetings.

"Farm and home improvements are judged on the basis of efficient production of six crops, on soil conservation, and on home improvements.

"Points are won for forming planning committees, holding commodity meetings, building plans of work, and sponsoring educational programs. More than half the points are awarded on the basis of results.

"In the family life area, communities win points on the basis of religious activities, youth and club work, recreation, health, education, good government, community beautification, and welfare.

"All activities are organized under the Community Development Foundation."

5/7/53



Extension Editorial Office University of Illinois College of Agriculture

Hadley Is Back...

The office coffee pot boiled a little more frequently this past week than it has at any time during the past year.

Of course it's true that spring means less mileage per cup. But the main reason for the busy coffee pot was Hadley Read's return from Europe.

As you know, Hadley has served this year as an agricultural information consultant with the Mutual Security Agency. This assignment took him to most of the countries of western Europe and often into the shadow of the iron curtain.

Now he's back and soon will be picking up the editorial reins. After he and family unpack their baggage, they plan a short trip to visit the home folks. He'll be on the job here officially on June 1.

TV for Harrisburg Area...

A UP news item recently reported television progress in southern Illinois:

"Southern Illinois' first television station will go into operation at Harrisburg sometime next November, the holder of a federal TV channel permit announced Thursday.

"Turner-Farrar Association, which has an FCC permit for ultra-high frequency channel 22, made the announcement.

"The association said it would remodel a downtown Harrisburg office for studios and build a 550-foot television tower behind the building."

Livingston Editors' Meeting...

Public-relations-minded Paul Wilson of Livingston county used some radically new and highly effective secret weapons recently to interest local editors in the extension program and gain their support.

The weapons were choice to prime steaks from Illinois corn-fattened steers -- and homemade apple pie.

The editors' resistance weakened noticeably after the initial barrage of steaks. And it melted away completely with the onslaught of apple pie.

With the editors thus helpless and in an amiable mood, Paul outlined the major agricultural problems facing the county. He introduced local farm leaders who briefly outlined the work of the various farm organizations and explained how they help the community.

Field editor Jack Murray pointed up the key role editors play in establishing and maintaining a free and rapid flow of information from experiment station to family farm.

Forty-one persons were on hand for the dinner meeting, including editors from the Pontiac Daily Leader, Chatsworth Plain Dealer, Fairbury Blade, Cornell Journal, Flanagan Home Times, Cullom Chronicle, Emington Joker, and Bloomington Daily Pantagraph, which sent three men, including the state editor.

Organizations represented included the Extension Service, Soil Conservation Service, National Farm Loan Association, Livingston County Bankers' Association, Farm Bureau, Service Company, Grain and Supply Company, 4-H leaders, and others. A farm editor from Germany was also present to observe U. S. farm paper work.

The Pontiac home bureau unit prepared and served the delicious dinner.

It Says Here... NEWS for and about the Counties

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Tour Teamwork in Macon County...

Still in the bluepring stage, but fast getting to the action stage, is a "come-see-for-yourself" conservation tour being planned by Macon county farm adviser Warren Myers and farm editor Jim Tippett of the Decatur Herald and Review.

The event is planned as a self-sustaining "ground" tour, as contrasted with the popular air tours that have been held in many areas in recent years.

Myers and Tippett will map out a tour route that will give visitors a close look at badly eroded ditches, buried fence posts, and filled-in ditches, as well as examples of good conservation practices including grass waterways, contours, concrete spillways, etc.

At each point will be erected large signs pointing out the particular practice or deficiency and explaining why it is good or bad.

The unique thing about the ground tour is that it will be self-sustaining.

Jim will run in his paper a large map outlining the route to follow and pointing out the various stops. Pictures with educational information in the cutlines will show the lessons to be learned at each stop. The large signs erected at each stop will supplement the information carried in the newspaper.

In the announcement story, Warren and Jim will invite farm families to pack themselves, the newspaper, and a picnic basket into the family car for a pleasant Sunday afternoon combining Old Lincoln Trail scenery with lessons in conservation.

Neither Warren nor anyone else plans any speech-making during the tour. He's leaving that job to the signs and the special edition. But he does have a spot picked out under a shade tree on a high hill to count the cars as they go by.

Warren and Jim may even extend the tour through the week, since the entire educational burden will be on the families themselves once the paper is published and the signs erected.

Salesmanship...

Field editor Bob Jarnagin brought back from a recent editorial mission in northern Illinois an example of some good farm product salesmanship.

Bob visited the Ralph McKenzie farm in Kane county with extension poultry specialist Sam Ridlen.

McKenzie showed them a decal he had inserted in every box of eggs marketed in the pre-Easter season.

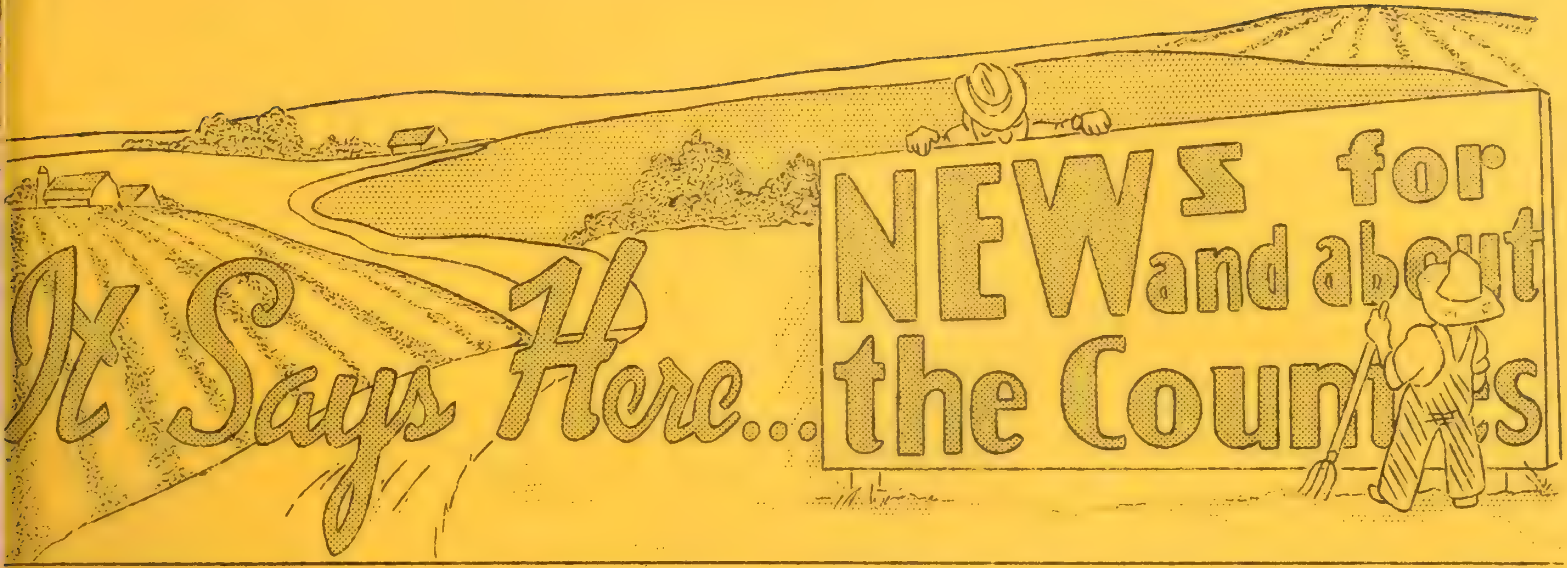
The decals were figures of kittens, ducks, rabbits, lambs, bears, and other animals which children could use to decorate Easter eggs.

On the back of the decal sheet was this greeting: "A Happy Easter from the McKenzies. Get acquainted with a good egg!"

******

Farm adviser Curt Taylor of Pope-Hardin county also used salesmanship in promoting a recent animal health program.

Curt printed and distributed small 2 1/4" x 4" cards which said: "I'm going to attend the Animal Health Program at the Ohio Theatre at Golconda, at 2 p.m., Friday, May 15." Attached was a string with the suggestion that the receiver tie it to his finger as a reminder.



Extension Editorial Office University of Illinois College of Agriculture

Cooperative Broadcasting...

Farm advisers in seven north-central Illinois counties are cooperating with radio station WIRL, Peoria, in presenting an experimental series of weekly programs aimed at farm families.

"Report to the Farmer" is broadcast each Wednesday evening from 7:30 to 8:00 o'clock. That places the extension program in valuable "Class A" time between two network programs.

Peoria, Stark, Fulton, Mason, Tazewell, Woodford, and Marshall-Putnam county advisers and assistants are presenting the feature portions of the half-hour shows.

The station is enthusiastic about the series, which has attracted considerable mail. The programs are planned at periodic luncheon meetings, sponsored by the station. Supervisors and field editors also attend the planning sessions.

Give Weeklies a Break...

Giving the weeklies an even break is the key to maintaining good relationships with them, believes farm adviser Ken Imig of Iroquois county.

"Say you have a meeting coming up in a month. Don't pass up a good promotion opportunity by announcing the event exclusively to a daily a month early.

"Put the story out well in advance through your regular news service, and time the release so all of the papers will have an even chance at it. Your weekly editors will appreciate your thoughtfulness. And thoughtfulness builds cooperation," says Ken.

Kemp Pictures Windbreak Story...

Knox county farm adviser Arnold Kemp's sharp camera eye found plenty to focus on at a recent windbreak planting made on the Vincent Carlson farm southwest of Wataga.

As a result, readers of the Galesburg Daily Register-Mail have a pretty good idea of the steps involved in planting a farmstead windbreak.

Arnold recorded six top-notch scenes during the planting operation to illustrate different principles in planting attractive, effective windbreaks.

Accompanying captions gave enough factual information that a person unfamiliar with windbreaks could get a reasonably good idea of what was being done and why.

Still Some Frontiers...

"Lost and Lazy Acres" is the title of an excellent feature article written by farm management specialist George B. Whitman in the spring issue of Patron's Guide published by the Illinois Farm Supply Company.

The well-illustrated article suggests ways to put small parcels of unused land into profitable, productive use.

New McHenry Publication...

"Farming" is the new McHenry county publication. It's issued as a weekly agricultural section of the Community News, a tabloid-size, offset-type weekly newspaper published in Woodstock.

Advisers Tammeus and Smith are filling the attractive pages with action photographs, personal columns, and a variety of timely and useful farming information.



Extension Editorial Office University of Illinois College of Agriculture

The Deadline Is Tuesday...

The coffee was perking when we walked in. We shook hands all around, and a couple of the crew said, "How was Europe?" But there really wasn't time to answer, and the typewriters were going too fast to make listening very easy anyway.

Then Ken asked if we could take his journalism class at 10 o'clock, since he had another meeting. Ray Anderson from Farm Journal stopped by to check on some information he wanted to get in a hurry. Bob said he thought it would be a good idea to take a look at a couple of weekly news stories.

About that time Jack pointed a warning finger and sternly reminded that the deadline for It Says Here is 3 o'clock Tuesday.

It was as if we had never left home, and we wouldn't have wanted it any other way.

The past year was full, interesting, exciting, and extremely challenging. But no more so than the year which preceded it--or the year that's ahead.

The Progress You've Made...

While there has been little time to catch up on all the progress, the staff has highlighted the strides many of you have made in your county information programs. We've heard about the new farm and home columns you've started; the new press services to local papers; the dinner meetings with editors; your growing interest in television; the originality of your direct mail announcements; the increased use of pictures in your county publications. What a terrific job you must be doing in increasing the effectiveness of reaching farm families with helpful information.

From 330 Mumford...

Speaking of doing a terrific job, it seems to us the staff here proved, without question, how completely dispensable any one individual can be.

And, if you don't mind, we'd like to give this week's special bouquet to Jack Murray for setting some new high editorial standards during the past year.

Television's Finger Beckons...

Television's wheel of fortune spun again last week and stopped with the red arrow pointing straight at extension.

With studio facilities 90 percent complete, Decatur's new WTVP-TV has set a target date of July 1 to begin programming. And the tentative programming schedule includes daily farm and home television shows.

Advisers in the station's future coverage area met Monday with program director Paul Taff to hear plans of the station's proposed operation and receive an invitation to do some of their extension work on television.

Without making definite plans to participate, the group voted to have a television workshop similar to the one held recently in Rock Island and Davenport.

The workshop will be held here on the campus June 22, using the closed circuit facilities of the University television-motion pictures unit. Decisions on the extent of adviser participation will be made at the workshop.

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Extension Editorial Office   University of Illinois   College of Agriculture

A Steak for Your Thoughts...

The extension staff in Winnebago county made a good trade last week. They met with local editors and traded tender, juicy steaks for suggestions on how the county extension program could be made more effective. Field editor Bob Jarnagin, who attended, said it was a good trade.

Farm adviser Myron Smith, home adviser Alfretta Dickinson, and youth adviser Jack Kirby staged the dinner meeting with county press and radio editors and representatives of the farm and home bureaus. The event was a part of the continuing program in the county to make the local editors a working part of the agricultural and home economics educational program.

In the discussion stage are plans for regular participation on a proposed weekly half-hour farm and home program over station WROK, Rockford.

It Says Here, Says Sons...

If Shelby county's Glen Sons weren't such a good farm adviser, we would suggest that he go into the newspaper business. His regular farm column has just about the perfect touch--names, short items, easy conversational style, sound and timely information.

Well, take a look for yourself. Attached is a copy of one of Glen's March columns which we've been meaning to send along.

We thought you would be interested in taking a look at some of the farm and home columns from time to time. So there will be others on the way during the next few weeks.

Field Editor Assignments...

With the recent changes in staff, we have worked out new field editor assignments for 1953-54. Bob Jarnagin will be on call from advisers in District I. Jack Murray has his claim staked out in District II, while Hadley Read opens up shop in District III. Ken McDermott is warming up to take over District IV, and Don Schild completes the line-up with his assignment in District V.

Northwestern Advisers Plan Regular TV...

Farm and home advisers in northwestern Illinois may blaze some new educational trails soon with the start of regular weekly extension television programs on station WOC-TV, Davenport, Iowa.

Advisers and assistants in Rock Island, Henry, Mercer, Whiteside, and Knox counties, Illinois, have been invited to team up with county agents and home economists from five Iowa counties in presenting weekly agricultural and homemaking features on WOC's daily "Rural Roundup" show.

Farm advisers and county agents will appear on Tuesdays, and home advisers and county home economists on Wednesdays. Assistant advisers will be invited to present a total of two 4-H programs per month and one Rural Youth program.

Target date for launching the series is June 16, when Rock Island's George Trull will present a demonstration on weed control. Lois Mitchell of the same county will demonstrate correct pressure cooker testing on June 17.

Tentative scheduling of specific program topics has been completed for each Tuesday and Wednesday through July. The program is an outgrowth of the television workshop held in that area for county extension workers March 16.

OVER THE FARM ADVISER'S DESK

By Glen F. Sons

Paul Pogue, of Findlay, thought surely I had been misquoted in last week's column on the cost of keeping weeds out of soybeans with chemicals. I wasn't--it does cost from $30.00 to $40.00 per acre at present prices of dinitro. No, it's not practical yet except perhaps where they can not possibly be controlled in any other way--then it's questionable.

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Leave it to Lum Culumber to think up something unusual. On our dairy barn tour last Wednesday, while we were looking at that fine new milking stall—loafing shed set-up, Lum was making coffee and warming doughnuts for the group! Agricultural Engineer Joe Clayton of the University of Illinois figured that the cost of the concrete block building for his loafing shed compared with pole construction is only slightly more and much more durable.

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We saw some awfully good cows. Allen Furr, who had high herd in D.H.I.A. last year, is milking a herd of S.I.B.A. daughters. He has only one cow that was not artificially sired. Professor Cash quoted U.S.D.A. figures as follows: All artificially sired cows on milk lines in Illinois averaged 440 pounds of butterfat last year. Illinois leads the nation. This speaks well for the quality of sires being used in Illinois. When we consider that the average cow in Illinois produces only slightly more than 200 pounds of butterfat, this good breeding is adding a lot to the dairyman's income.

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Frederick Himes is the only one I know of who put up grass silage last year without a preservative. It was alfalfa-brome. It looks good, smells good, and the cows eat it all. Fred has had a good bit of experience and can narrow his margin of error. Until you have had similar experience, it's safer to use 250 pounds of corn and cob meal per ton of grass silage.

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There's to be a tour to the S.I.B.A. barns on March 6. All the oats will probably be sown by then, so everyone who has a dairy cow should be ready to go.

We'll get to see the bulls, how they are cared for, and how the semen is collected, processed and shipped. There will be a free lunch--but we must know how many are going....

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It will soon be late to seed oats. Yields go down rapidly after March 15. University figures prove that for 100 percent yields we should get oats seeded early (before March 15). This ground is working better than I've ever seen it for February. I'm not so sure it isn't working better now than it will the 1st of May. Some think we may have to wear a sheepskin coat to keep warm while we plant corn.

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Seed your clover on top of oat ground. There is no need to harrow clover in. When those clods melt with that rain we haven't had yet, they will cover the clover. There are just a lot of farmers who don't see it this way--but getting it covered too deep is just as bad as too shallow.

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Should I fertilize oats? If I were growing oats for certification--I would fertilize. At the present price of oats, it would take an increase of a little more than nine bushels of oats at 70 cents per bushel to pay for the 200 pounds of 4-16-16 at $65.00. And you throw in your labor. It will improve the quality of your oats.

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Plans are being made for an all-breed barrow show this spring or early summer. It may be held at DuQuoin at the fair grounds. There would be three classes--by weight. Along with it will be a judging contest for farmers, 4-H members and F.F.A members. The barrows will be slaughtered after judging, and then the carcasses will be graded. In my opinion, selling hogs by weight without regard to "cut-out" qualities of the carcass is a mistake.

LeRue Tice was telling me about this show, so perhaps he can furnish us more information soon.

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Extension Editorial Office University of Illinois College of Agriculture

Over Pie and Coffee...

Thursday evening, June 25, will find field editor Bob Jarnagin with farm adviser Fred Painter asking LaSalle County press and radio editors how we can jointly serve readers and listeners with farm news.

Also up for discussion is the problem of how the county editors can join with the extension people in programs of better farming, better farm living, and more prosperous rural communities in LaSalle county.

Homemade pie and coffee should add interest to the meeting and stimulate some profound thinking on the subject.

At the meeting, Fred and Bob will make some dates to call on the editors in their own shops Friday morning to nail some of the mutual problems on the wall.

On the same trip, Thursday morning, Bob will sit down under the green eye shade with Whiteside's Rex Rhea to cook up some red-hot layouts for the Farm Bureau News, monthly publication.

Another Day, Another Column...

The other day we mentioned the fine work of adviser-columnist Glen Sons. Now it's the ladies' turn.

Cast an eye over the easy approach home adviser Anita Kessler uses in her column. Note the personal introduction to the subject matter, the straightforward presentation of the item on quick meals. The stuff is timely.

6-18-53

TV Visuals--Good and Bad...

All county extension workers from the nine county areas surrounding Decatur have been invited to check in at the University's TVMP studios for a one-day workshop session on TV.

The group will tour the studios, watch Pete Petty put on a TV demonstration in front of live cameras, work out formats for simple TV programs, and review the whole field of visuals for TV use.

Before the day is out, specific plans will be made for county extension participation on TV station WTVP, which will soon go on the air.

During the next 12 or 18 months, Extension must answer this crucial question: Are we going to accept the challenge and opportunity for education by television, or are we going to pass up the challenge and opportunity by default? There may not be a second chance.

Superlatives Are Not Enough...

Mostly we dislike superlatives. They have been misused by Hollywood and the advertising agencies. But what words can you use to describe the impact of the center spread of the June issue of the Whiteside County News? Beneath the bold, pleading headline, "Farm to Live and Live to Farm," is one of the most graphic educational pictures we've ever seen. It shows two arms--one real and one artificial--while the hand on the real arm has written, "I was in a hurry." No words could plead for farm safety so effectively.



Extension Editorial Office University of Illinois College of Agriculture

An Iowa County Agent Looks at Television...

After viewing four television shows on corn production, 152 farmers in Story county, Iowa, were asked this question: "How do TV programs compare with regular meetings for getting new information on farming problems to you?" This is the way the farmers answered the question:

Not as good	3
Almost as good	16
About the same	23
Sometimes better	33
Usually better	58
No response	19

In other words, out of 133 farmers who expressed an opinion, 114 (86 percent) said that TV programs were just as good or better than regular meetings as a means of getting out new information.

That's one of the revealing pieces of information contained in the attached report, "An Iowa County Agent Looks at Television." It will take only a minute to read it, and we think you'll find it interesting.

The study on TV effectiveness was made by C. J. Gauger, county extension director in Story county--which is the home county of Iowa State College. Gauger tied in his county corn production project with a special series of four TV programs on the subject presented over Iowa State's TV station. After the series was completed, he measured the results. Some of his observations and impressions are listed in the next column.

"Television is unquestionably an effective way of getting new ideas to farm people. A conservative estimate is that one-half of the people whom we know participated were persons new to Extension in Story county."

* * *

"If you wish a coordinated program, then it is essential to bring together all the folks involved in the planning stage."

* * *

"We cannot sit idly by with the expectations that television will do the job for us. Rather it appears to the writer that in television, we have a teaching technique which has tremendous possibilities. But achieving its full potential challenges the best efforts and creative ideas of all agricultural educators."

* * *

"It should be pointed out that it takes a lot of hard work. If we are to carry on parts of our work this way, we need to be prepared to adjust office loads accordingly."

* * *

"The youth assistant in the county at the time the programs were viewed said, 'This series of programs has done more to build the status of the Story county Extension office than anything that has happened in years."

* * *

"Many program viewers for the first time realized the relationship between Iowa State College and the County Extension Office and identified the latter as part of the College."

June 25, 1953

AN IOWA COUNTY AGENT TAKES A LOOK AT THE EFFECTIVENESS OF TELEVISION

Note: Here are some important excerpts from a report on farm television prepared by C. J. Gauger, county extension director in Story county, Iowa. Mr. Gauger's report is entitled "Evaluation of Results of the 'Corn Production' Television Program in Story County, Iowa".

Introduction

During the past two years those of us who are engaged in conducting an agricultural educational program with rural people have become increasingly aware of the tremendous possibilities which television offers in this field. In talking with farmers throughout our own county, at our office, at meetings, and on their home farms, one quickly realizes that television is definitely here to stay. We as educators need to learn how to live with it and to make effective use of it.

To accomplish this, those of us who are engaged in work at a local level are generally concerned over two things:

1. While television programs are seemingly effective, just what can we expect TV to do and do effectively?

2. How can we coordinate our efforts with those of the television station in order to make better use of the programs presented?

Consequently, when the opportunity of helping to plan a series of shows in the field of "Land Use" came we were very happy to assist, particularly since this was the major project for this year in Story county.

How the Shows Were Developed

A committee representing the extension workers, both from the central staff and the field staff, and from the television staff was appointed to work out details - first to determine if a coordinated series would be possible; secondly, just what it should include; and finally, how it should be conducted.

At the first meeting of the committee.......it was generally agreed that the field of land use was too broad to be adequately covered. As an alternative, a rather complete coverage of corn production was agreed upon. The following topics were selected:

February 3 - "What Practices Will Help Increase Corn Yields?"
February 10 - "Effect of Crop Rotations on Corn Yield."
February 17 - "Effect of New Varieties and Rate of Planting."
February 24 - "Corn Fertilizers."

The caption "100 Bushels Corn a Reality" was selected for the entire series. A packet of publications was also to be made available to viewers. It was agreed that each county would plan its own use and promotion for the program. All requests for the publications would be referred back to the county for servicing.

A publicity packet was prepared by the Information Service and sent to the counties for use as desired.

Objectives

With reference to objectives for this project the following seemed to be the ones on which the committee generally agreed:

1. To determine the effectiveness of television as an educational device.

2. To determine if it can be coordinated with the county extension program.

3. If so, how can it most effectively be used in the field?

Plans Made and Steps Taken for Using Program in Story County

As indicated above each county was urged to develop its own plans for coordinating the TV show with the program being conducted. Since the topic to be presented had been listed for major emphasis in Story county in 1953, considerable time and effort went into planning and promotion of the project. At the same time a rather extensive evaluation of the program was also arranged. It was decided that every available mass media would be used for promotion along with contacts with key leaders, designed to encourage and promote discussion groups. Below is a brief report on both phases of development.

A. Mass Media

1. News Articles--The first news note regarding the series was sent out as a part of "Seasonal Slants", a column written each week by the county extension director, on January 8. It was designed only to alert people to watch for further announcements. The following week two separate news articles were sent out--one to the weekly papers and one to the dailies. The articles told when the programs would be seen, what would be covered, explained briefly the purpose of the series and offered a packet of publications to those who made a request for it. In each case a coupon was attached with a note to the editor requesting that he print the coupon with the news article.

Another article telling what was to be covered in the first show was released on January 22. A follow-up article for the first show was sent on January 30, with subsequent follow-up articles being sent out on each succeeding week. These were supplemented by news notes in the column. Copies of several of the publicity articles appear in the appendix to this report.

2. Radio--One radio broadcast dealing particularly with the TV "Corn Production" series was presented over KASI on January 31.

3. Circular Letter--A circular letter was prepared and sent out on January 22, just two days following the date of printing the first news story on the project. This circular letter covered briefly the following items: dates and time of programs, the purpose for which they had been set up, offered the packet of bulletins to all who would send in card which had been enclosed, suggested participation in discussion groups. Approximately 2,600 letters were sent out. A copy of the letter can be found in the appendix to the report.

4. Publication Packet--The response to the offer for publications was excellent. A total of 540 requests were received. Most of these were the return

cards which had been enclosed with the letter. However, about 25 coupons were also returned including 12 from other counties in this area. These were given to the county extension directors in the county from which they had been sent.

B. Contacts with Groups and Representatives of Groups

1. Vocational Agricultural Instructors--The first contact made with the vocational agricultural instructors was by letter dated December 20. At that time, the plans for the proposed project were outlined and these men were invited to cooperate on the project. The series was also discussed at a joint meeting with the vocational agriculture instructors. Personal contacts were made with them outlining further the purpose and suggesting means of participation.

2. Implement and Fertilizer Dealers--This group was contacted by a circular letter dated January 21 and 22, and invited to participate in a series of discussions to be held at the extension office each evening of the show. The plan was to view the show and then discuss it. Follow up cards were also sent to these men and a number of personal contacts were made.

3. Township Farm Bureau Director--The TV "Corn Production" project was outlined at the December 29 meeting of the Story county Farm Bureau board. Each of the directors was asked to think through how the series might be used in his own township. Individual conferences were held with most of them. The project was also discussed at subsequent meetings of this group.

4. Milford and Maxwell Schools--Personal contacts were made with key leaders and the superintendents of the Milford and Maxwell schools. In each case these men agreed that it would be desirable to try at least one discussion meeting based on the shows. Subsequent contacts with the school administrators permitted completing final arrangements.

Final General Evaluation

The Final Evaluation Blank was sent to each person who had sent in one or more reports on individual shows. A total of approximately 200 were sent out. As indicated above, 152 were returned and included in the summary which follows.

1. "Is TV an effective way of getting new ideas to farm people on problems of soils, fertilizers, and rotation?" Yes - 151 No - 0 No response - 1

2. "Is Tuesday a good night for this program?" Yes - 135 No - 15 No response - 2

3. "Is 8 o'clock (p.m.) a good hour for this type of TV program?" Yes - 142 No - 7 No response - 3

4. "Did you view any of this series of four programs with your neighbors?" Yes - 59 No - 88 No response - 5

5. "Did you discuss any of the ideas developed on this series of programs with neighbors or others?" Yes - 116 No - 24 No response - 12

6. "Did you attend any group meetings at which the Corn Production Series of 'Down to Earth' TV programs were used as the basis for discussion?" Yes - 65 No - 83 No response - 4

7. "(If yes to question 6) Do you feel that discussing or talking over programs of this type with neighbors or others in a group following the show made them more interesting and meaningful to you?" Yes - 57 No - 0 Undecided - 6 No response - 2

8. "(If no to question 6) Would you expect that talking over programs of this type with neighbors and others in a group would make them more interesting and meaningful to you?" Yes - 55 No - 4 Don't know - 18 No response - 6

9. "What ideas from these programs do you intend to adopt on your farm this year?" 113 respondents 39 no response

Practices	Times Response Was Given
A. Seed corn	
Selection and use of new varieties of corn adapted to locality	17
Heavier planting rate	38
Plant early	1
B. Fertilizer	
Use more of right kind of fertilizer	60
Use nitrogen on second-year corn	14
Use starter fertilizer	5
Set up fertilizer on own farm	2
C. Soil	
Have soil tested	4
Drainage - tiling some low ground	4
Soil conservation program - contour, erosion control - seed bed preparation	4
D. Rotation of crops	
Use crop rotation, seed red clover, seed more legumes	38
E. Cost of production	
Figure cost of production carefully this year	2
F. Everything that I can (renter)	5
G. Using most of them now - expect to continue	8
H. Re-emphasized the need to advise absentee owners and their tenants of importance of good rotations and other approved practices	1
I. Improve on good farming practices	1

10. "How do TV programs compare to regular meetings for getting new information on farming problems to you?"

Response	Times Response Was Given
Not as good	3
Almost as good	16
About the same	23
Sometimes better	33
Usually better	58
No response	19

11. "Is it helpful to have bulletins and pamphlets to supplement educational TV programs like this series on Corn Production?" Yes - 138 No - 0 Undecided - 1 No response - 13

12. "How valuable to you are the bulletins and pamphlets you received from this County Extension Office on 'Corn Production' problems?"

Response	Times Response Was Given
No value	0
Little value	0
Some value	31
Much value	80
Essential	27
No response	14

Personal Observations and Impressions

Several impressions about the use of television as an educational tool for agriculture have been formed. These are:

1. Television is unquestionably an effective way of getting new ideas to farm people. A conservative estimate is that one-half of the people whom we know participated were persons new to Extension in Story county.

2. It would seem to be most effective as a motivating device rather than one which we can depend to do the entire job of teaching a new technique.

3. The people who answered our questionnaire felt definitely that follow-up meetings and publications are important to getting the most out of the programs.

4. This points to the importance of a coordinated effort.

5. If you wish a coordinated program, then it is essential to bring together all the folks involved at the planning stage. One of the reasons why we got enthusiastic about the project was that we served on the planning committee. We identified ourselves with the project, felt it was partly ours. It seems to me that the same would be true with other folks.

6. It would appear, based upon our limited experience in Story county, that discussion meetings can best be set up as part of the regular program of existing groups. In the future it would seem logical that these organized groups

should be made aware of the tentative plans and be invited to assist with Story county's planning as early as possible. If no organized groups exist or none wishes to cooperate, then steps toward organization would be in order.

7. It is essential that planning be done well in advance of programs so that coordination can be accomplished.

8. We cannot sit idly by with expectations that television will do the job for us. Rather it appears to the writer that in television we have a technique which has tremendous possibilities. But achieving its full potential challenges the best efforts and creative ideas of all agricultural educators. We have just begun to scratch the surface in learning how to use television effectively. Much experimenting is essential.

9. It should be pointed out that it takes a lot of hard work. The office load both from the viewpoint of preparation of circular letters and of servicing mail requests, and from the point of view of numbers of office callers on this phase of the program was considerably larger. If we are to carry on parts of our work this way, we need to be prepared to adjust office loads accordingly.

10. Mr. Paul Duea, who was serving as youth assistant in Story county during the time that the "Corn Production" TV series was in progress, said of it, "This series of programs has done more to build up the status of the Story county Extension Office than anything that has happened in years." Duea felt that the impact was terrific. Many program viewers for the first time realized the relationship between Iowa State College and the County Extension Office and identified the latter as a part of the College.

The writer feels that there is no reason to fear the effect of television as long as extension workers and others coordinate their efforts toward the common objectives of helping farm families make a good living and find a happy way of life. It seems logical that "TV" programs, extension programs, and those of other groups should be carefully analyzed, first to select topics and second to decide what contribution each group and each individual can make toward carrying it out most effectively.

11. Failure to be open-minded about the possibilities of television in this field is to be guilty of resistance toward or ignorance of progress.

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Extension Editorial Office University of Illinois College of Agriculture

Second Television Workshop...

Illinois chalked up its second TV workshop for county extension workers June 22.

Advisers from five east-central counties watched Pete Petty present a demonstration on insect control, saw the demonstration adapted to television, and outlined their own 15-minute shows.

Later they saw how soil samples, milk bottles, flannelgraphs, and other everyday inexpensive visuals can pep up extension demonstrations, whether or not on TV.

Scene of the all-day training session was the Memorial Stadium studio of the University's television—motion picture unit. The unit has all of the studio equipment of a regular commercial television station.

Decatur's new station, WTVP, earlier had offered coverage-area farm and home advisers the use of its facilities for extension teaching.

Home advisers will work with the women's program director in presenting educational features on her afternoon program.

Farm adviser Warren Myers of Macon county will serve as liaison with other area farm advisers in setting up a regular farm show.

The station expects to be on the air sometime in July.

A similar workshop was held March 16 in Rock Island and Davenport, Iowa, for farm and home advisers in that area.

Quotable quote: "Television can win for us a new audience. Or it can take away the audience we now have. The choice is as simple as that."

7-2-53

Field Editors Report...

One radio, three daily, and three weekly editors in LaSalle county are more aware than ever that farm adviser Fred Painter wants their cooperation in getting farm news to the people.

Fred and field editor Bob Jarnagin made that many personal calls last Friday following an evening editors' session on Thursday in the farm adviser's office. Mutual opportunities were discussed for cooperation between the news outlets and the source at the county extension office.

Fred was already acquainted with all but one of these editors. They all recognized him and called him by his first name when he walked into their offices in spite of the fancy beard he is sporting these days. His good press and radio relationships can be even better whenever he wants to organize a regular press service, a personal column, or any other means of reaching LaSalle county farm people.

Supervisor W. D. Murphy and field editor Ken McDermott will spotlight information work in a swing through five or six counties in District IV this week.

Up for discussion at the Olney stop will be opportunities for a six-county cooperative radio program on the Olney station.

Another Column...

Even with television, personal columns for newspapers are not old fashioned. This week's columnist is Charlie Glover, St. Clair county's agricultural communications expert. The column is good as it is. More local names would make it better.

FARM NEWS AND VIEWS
by Charles N. Glover
Farm Adviser

The annual meeting of the Shiloh-O'Fallon Soil Conservation District was held at the Emerald Mound Grange Hall last Thursday night. Reports of the officers and directors were given--also a short report by Ray Irwin, farm planner, and myself. Ernie Heldman, magician, furnished entertainment.

* * * * *

Here is a timely tip--protect your soil from erosion today and you help with the production of food for years to come.

* * * * *

Last Saturday was my first regular broadcast over WIBV, Belleville, Illinois, 1060 on your dial. Listen every Saturday morning from 11:30 a.m. to 11:45 a.m. to hear the latest in farm news. The program will be known as "Farm Features." Take time to send me a card letting me know how you like the program.

* * * * *

Make note of this date on your calendar - March 3rd - that is the date of the landscape meeting to be held at the Turkey Hill Grange Hall starting at 8:00 p.m. H. R. Kemmerer, landscape specialist, University of Illinois, will give an illustrated talk on landscaping the farmstead.

* * * * *

Another date coming up -- On March 16th there will be a farm building meeting at the High School in Mascoutah at 8:00 p.m. J. T. Clayton, University of Illinois, will be the speaker.

* * * * *

If your farm pond got dangerously low on water last fall, you can blame it on the unusually dry season. It should fill up in good shape during the later winter thaws and spring rains. If your pond went dry, you may be a little short on drainage area above the dam. One way to increase this area that furnishes water to the pond is to build a terrace to divert additional runoff water into the reservoir. But before you try it, talk it over with your farm adviser, soil conservation district technician, vocational agriculture instructor, or a neighbor who is familiar with terrace construction. Too much grade will cause erosive scouring in the terrace channel and put silt in your pond.

* * * * *

When you grind feed for your livestock, make sure the tractor is level. Most tractors need to be level in order to give the belt pulley gears the proper lubrication. Since these gears are turned at a high rate of speed and have a close fit, they will soon wear out if not properly lubricated. Also, it is a good policy to check the oil level of the transmission and belt pulley housing quite often.

* * * * *

Are you running a cafeteria line in your brooder house? If so, it's time to put in more feeders. Chicks don't grow at top rate when they have to wait in line for their turn to eat. During the first two weeks, provide 100 linear inches of feeder space per 100 chicks. For example, a four-foot hopper provides 96 inches of feeding space. And use chick-size feeders. From three through six weeks, provide 175 linear inches of intermediate-size feed hoppers. From seven weeks until the birds are put on range, provide 300 linear inches of large-size hoppers per 100 chicks.

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February is garden seed and nursery catalog time. Send for two or three of each.

* * * * *

In spite of all the breeding work done over a period of 30 years, Irish Cobbler remains far in the lead among early potato varieties.

* * * * *

Deep litter, kept in good condition, saves labor and money. Once the litter becomes contaminated with parasites, such as round worm eggs, or disease-producing bacteria, such as those causing tuberculosis of birds,the deep litter must be disposed of. Don't put the litter on range land to be used by chickens or turkeys.



Extension Editorial Office University of Illinois College of Agriculture

District IV Field Editor Report...

Field editor Ken McDermott and supervisor W. D. Murphy spent three days last week sharing ideas on information work with advisers in District IV. Here's Ken's report:

Plans are being dusted off for a six-county daily extension radio program over WVLN, Olney. The station has agreed to make ten minutes available each day as soon as extension is ready to put on six programs a week. Negotiations for this program were started last October.

After last week's conferences, Barnes of Richland, Deffenbaugh of Crawford, Kerley of Lawrence, Wicklein of Wabash, Lampe of Clay, and Apple of Jasper said they would be willing to undertake the job.

All programs will be made by tape recording and franked to the station. Three of the advisers--Wicklein, Kerley, and Apple--have programs on other stations. Deffenbaugh and Barnes are already on WVLN. The new program won't be much of a change in operations. The advisers with other programs have already done the work; they can record this program in about ten minutes, just before or just after they do the other one. We will keep you informed on progress at Olney.

Interest in personal columns is picking up in District IV. There may be several new ones before long.

One of the star columnists of the state has already been mentioned--Deffenbaugh, with Duffy's Comments. A recent mail survey brought almost unanimous praise from his regular readers. He includes a lot of names and uses the column to get out the information most needed by Crawford County farmers.

Illustrate to Motivate...

Chances are that everyone has worked out a "system" to keep on top of the first, second and third class mail. Most of us try to read personal mail the same day it arrives. For the rest, we are selective.

Some use the three-pile technique of sorting. With this system, in-coming mail is currently classified according to an anticipated reading schedule--"tomorrow," "maybe," and "future."

Some use the accumulative technique. All but personal mail is allowed to remain in one pile until it starts to topple off on the floor. Then it is sorted by weight, and items running more than two or three pages are automatically discarded.

Regardless of the particular technique, we usually check off a list of three mental questions about any particular piece of information material that comes across the desk:

(1) Does the subject interest us?
(2) Does it LOOK interesting?
(3) Is it brief?

Unless we can answer "yes" to at least two of those three questions, chances are fairly good that the item is a candidate for the wastebasket.

Believe it or not, this dissertation was prompted by a brief, attractive, well-illustrated circular letter issued last week by Edward county's John McCue. The subject of the letter covered plans for a Rural Youth lawn party--of no personal interest to us. But it LOOKED interesting, and it was brief. So it was read.

7-8-53



Extension Editorial Office University of Illinois College of Agriculture

A Light Staff This Week...

Hadley Read, Jack Murray, Bob Jarnagin, and Don Schild are in Berkeley, California, this week for the annual meeting of the American Association of Agricultural College Editors.

Hadley is giving a 45-minute discussion on problems of helping foreign countries with agricultural and home economics information.

They'll be back in the office July 20.

Evansville Considers TV...

Whether we like it or not, it seems that every way we turn someone is worrying about television.

Our office was represented at an agricultural television conference in Evansville on Monday. Station WEOA is one of four stations trying to get broadcasting rights for channel 7.

Editorial offices of Purdue and Kentucky were represented, and John McDonald of WSM in Nashville was there along with some extension workers from the three-state area.

Purdue reported about 25 county agents now taking part in some sort of television work. Four or five agents in Kentucky are on programs of their own.

What Illinois Is Doing...

In Illinois farm and home advisers from two stations have been assisted by this office in setting up some sort of television activity.

Illinois is cooperating with extension workers in Iowa in putting on a television program over WOC in Davenport. We have not had a recent report on that, but Jack Murray helped get the program set up, held a workshop, and helped with some program planning.

The first two steps of that same procedure have been carried out for a group of extensioners in the Decatur area. That station went on the air this month.

If television is bothering you or your county, please let us hear from you. We may be able to help in establishing some sort of working arrangements and also with the techniques of television.

Compared with radio, television is going to be a hungry medium, in terms of preparation. The consensus of most "experts" is that you can not get by simply by putting a radio program on TV.

But, on the other hand, these same people feel that television is going to offer much more potential than either press or radio for extension teaching. It is going to be, they say, a teaching medium that will compare with the meeting in action, visualizing, sound, and the like.

7-15-53



Extension Editorial Office University of Illinois College of Agriculture

They're Getting the Job Done...

A tale of a circular is told by boys in Agricultural Engineering. It seems a few thousand copies of "Corn Picker Operation to Save Corn and Hands" were distributed by farm advisers last fall.

A copy went to each farm machinery dealer in Illinois, and one caught the eye of an International Harvester representative. As a result, the company is now using the circular in conjunction with their program. To date, they have purchased 16,000 copies of the circular with tentative orders for 20,000 more.

The Illinois Farm Supply company, sponsors of a farm safety campaign for FFA boys, have inquired about buying 25,000 copies.

That's not all. Fourteen large posters telling the story of the circular were used at the corn picking contest in Bloomington. These illustrations are being made into a strip film by International Harvester's national office in Chicago and will be used through the corn belt this fall.

The circular, based on research on corn picker adjustment by Paul Bateman, was organized by Professor G. E. Pickard. Two pages on safety were planned by Wendell Bowers.

Bring a Friend

A bring-a-friend meeting is scheduled for the newly formed Young Couples club in Carroll county. Twenty-four couples attended the initial meeting, elected officers and made organization plans. Dorothy Footitt reports a lot of enthusiastic support for the club.

Reads Take to Video

Mr. and Mrs. Hadley Read made their bow as a husband and wife team on television Thursday over WOC in Davenport, Iowa. As guests of Charles Freburg on "Rural Round-up," the Reads were interviewed about their year in Europe. Mrs. Read visualized the show with a number of products typical of the countries she visited.

Hadley says that although the experience was a thoroughly delightful one, the Reads have no desire to become rivals of Jinx and Tex.

Story Brings Carls Together

A news story from the home economics extension office led to Miss Fern Carl, clothing specialist, meeting an unknown member of her family last week. The story told of a new way to make an apron and appeared in a Chicago paper. A Mrs. Francis Smith of that city spotted the story, made the apron, and wrote Miss Carl a letter.

You see, Mrs. Smith used to be a Miss Carl too. An exchange of correspondence revealed the two women were members of the same Carl family that used to live in Tipton. Mrs. Smith's grandfather and Miss Carl's father were cousins, which makes the women practicallly "kissin' kin."

Last Sunday Mrs. Smith, her husband and three children visited Cousin Fern in Urbana.

"The most delightful people," says Miss Carl. "It just goes to show you never know what will happen when you turn the extension editors loose with a story."

It Says Here... NEWS for and about the Counties

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Information or Motivation...

When a farmer doesn't do a good job of farming, is it because he doesn't know how to farm better? Or is it because he doesn't use--or can't use--all the knowledge he has about better farming? Does he need information or motivation? Or both?

Graduate editorial assistant Larry Sarbaugh hopes to throw some light on those questions when he completes his research study on the status of soil testing in Bond county. Larry, Ken McDermott, and supervisor W. D. Murphy have just completed personal interviews with a random sample of 200 Bond county farmers. Data tabulation starts next week. The aim is to find out how many farmers are testing their soil...where farmers got their information about soil testing...and why some farmers who know about soil testing don't test.

What the Average Does...

During 1952, U. S. county extension agents prepared 908,578 news stories for local publication. That's an average of about two per week per agent.

Extension workers in 2,326 counties reported the use of radio, with 167,842 broadcasts made during the past year. That figures out to about 1.4 broadcasts per agent per week.

Those interesting statistics are from the 1952 report on "Extension Activities and Accomplishments" issued by the Division of Field Studies and Training of USDA. How do your press-radio figures stack up with the averages?

Let's Go to the Fair...

Next to winning the blue ribbon, we'd guess that the average 4-H Club boy and girl like having the hometown folks know about it. They like to have the local people read about their accomplishments in the paper or hear about it over the radio. And that's where you come in.

State Fair is coming up. It will be the highlight of the year for many of the youngsters whether they win or not. Often the highlight of the highlight is making a radio broadcast or a recording for a broadcast.

The editorial office is ready to help again this year. Recording facilities will be set up in the Junior Home Economics Dormitory, and they'll be there from August 14 through 20. A recording engineer will be on duty all of the time. And if you want some interview help, one of the editors will be available most of the time.

All you'll need to do is to <u>bring your own supply of tapes</u>. There'll be a time schedule posted on the door of the recording room. You can reserve the time you'll need for your recordings. That's all there is to it.

The Top of the Column...

At the request of a number of you, artist Bette Morton has promised to draw up a selection of column headings. She can do a better job if she knows more about the kind of headings you are now using. So we would appreciate it if you would have your Girl Friday clip one of your recent columns and send it to us.



Extension Editorial Office   University of Illinois   College of Agriculture

Murphy Writes About Writing...

Last week Field Editor Ken McDermott and Supervisor W. D. Murphy toured District IV and shared ideas on information with all who would listen. Murphy was still thinking about some of the problems Monday morning when we asked him to write this week's letter to you. So here are some thoughts by Murphy:

How can farm and home advisers reach the most people regularly with the least cost in time? Meetings, circular letters, radio, or a regular personal column in the county newspapers?

How often can we use meetings? How many people will attend. Who will attend? Do meetings attract people from the far corners of the county?

What does it cost in time and money to send out circular letters? Do people read them?

Does your radio program come on at a time when farm people can listen? Do you have your program at a regular time each week day so that people will know when to tune in? Do farm people listen to the radio in areas where they can get television? Do you have to drive several miles to the radio station, or can you use tape recordings?

How do these media compare with a regular newspaper column in cost and effectiveness? The column costs you nothing except the time to prepare it and have it typed. How much preparation time does it take? Not much more than an hour a week, and less after you get into the swing of it. All you need is a memo pad in your shirt pocket or purse on which to note the questions people ask you and the interesting things you see as you drive around the county.

Of course, some people come in to ask who would like to have answers to these same questions. And they don't come in. These people would appreciate reading the answers in your column.

Those of you who already have a column in your local newspaper, with your picture at the top, say you've been surprised at the number of people you never saw before who tell you they read your column. And if you haven't yet started a column, you may be just as surprised as they were when you do.

Newspapers are generally glad to carry your personal column. It helps them to build up a regular following. In fact, one editor told us that several of his fellow editors in other counties had asked him what he had to pay the farm adviser to write the column!

A chatty, newsy column with plenty of names will eliminate most of the need for circular letters. People are pretty sure to read the local newspaper. And they'll know about meetings and other information if you put it in your column.

Another thing--you can use the same material for your column and radio program. Just rearrange it and shift the emphasis a bit. You won't be likely to say it the same as you write it anyway. You don't need to worry about repeating. You've been hammering away at the same stuff for years, and some folks still don't know about it.

Sure, if you write a column you have to keep at it. You have to get your copy in every week. You have to plan some time to do it. But what's wrong with that? Most of us could do a better job with a little more planning.

Did you read "People Still Read" in the August issue of Better Farming Methods or "Farm Column Ideas" in the June issue? If not, you may get some good ideas from

It Says Here... NEWS for and about the Counties

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Share Your Visual Aids Idea...

This week's director's letter "For Your Information" carries the official notice concerning the dates, places, and subject for the September district extension conferences.

At the request of your district program committees and the supervisors, this office has been asked to suggest a program built around the theme of "Effective Use of Visual Aids." So our suggested tentative program for the day is attached to this letter. Now we'd like to talk just a minute about the most important part of that suggested program.

The most important part is the chunk of time set aside for you people to share the visual aids ideas, experiences, and tricks of the trade that have worked for you.

On the tentative program, an hour and a half has been set aside for this "sharing of visual aids ideas." But that time can be stretched to two hours or three hours or five hours.

But you can't just "tell" about your visual idea or experience or tricks of the trade. You should be able to show them--to demonstrate them--to visualize them.

We are convinced that every farm adviser or his assistant and every home adviser or her assistant has at least one visual that has been an aid to effective extension work. Maybe you've found a better way to use a blackboard. Perhaps you've adapted the flannelgraph technique to make it more effective. Some of you are making good use of illustrated circular letters. Others of you use pictures in your office to attract attention.

In the next column we've spelled out more specifically just what we would like to have you do.

Come Prepared to Participate...

1. From each county we would like to have one visual aid that's been used effectively in agricultural work and one visual aid that's been used effectively in home economics work.
2. These aids may be a part of the adult program, the rural youth program, or the 4-H Club program, and they may be presented by the farm adviser or his assistant and the home adviser or her assistant--just so we have two presentations from each county.
3. The two people from the county who will present the visual aid idea will each be given from three to five minutes for their presentations.
4. The presentation can cover any idea, experience, or technique where a visual aid or facility has helped you get across extension education.
5. Since it will help us in planning this part of the program, we would like an advance idea of the kind of visual aid you plan to present during the conference. So when you have made your choice, would you fill out the attached card and return it to us.

Some Suggestions...

Here are some visual aids areas that may remind you of techniques you have used:

Photography: Single black and white pictures that tell a story; a series of black and whites; slides and slide sets; filmstrips; photographic murals; picture exhibits; picture contests.

Illustrations: Blackboard, posters; flip charts; flannelgraphs; flash cards; illustrated letters; charts; and graphs.

Exhibits: Window exhibits; table models; counter exhibits; specimens; speci-

Tentative Program for District
Conferences on Visual Aids

MORE EFFECTIVE TEACHING
WITH PRACTICAL VISUAL AIDS

Morning

5 minutes: Introduction to Workshop

90 minutes: Visuals That Work for Us--Tricks of the Trade

Brief three- to five-minute "demonstrations" by each adviser on one visual item, technique, procedure, or idea that has worked in the county.

30 minutes: Visuals From Everyday Things

How effective visual aids can be created from inexpensive, easy-to-find materials.

Afternoon

30 minutes: Planning and Making a Simple Exhibit

Assemble a simple exhibit before the group, with discussion of the place and purpose of such exhibits, the necessary planning, layout, materials, etc.

30 minutes: Planning, Taking, and Using Slides

Brief recipes for the above three phases of slide utilization.

40 minutes: Workgroup Sessions

Two alternative assignments: (1) Plan the picture content and sequence for an effective set of from 20 to 25 slides, or (2) plan the specific visual support for the information on a particular problem.

20 minutes: Workgroup Reports

HR:wm--8/5/53



Extension Editorial Office University of Illinois College of Agriculture

SNAFU in the Mails...

During the war the word "SNAFU" became a part of the GI language. Translated, it means "Situation Normal--All Fouled Up."

That's the only word we can think of to explain our recent news mailing headaches. To our horror and dismay, we learned last Friday that all of our news mailings have been held at the Urbana post office since August 4. This includes your regular weekly information packet as well as all press service mailings to weekly and daily newspapers and radio stations.

But the fault is not with the post office. Through some unexplainable Snafu, the postage fund to cover the permit mailings was not replenished. So the post office said, "No money, no mailing." Unfortunately, this office was not notified.

The backlog was supposed to have moved out this past week end, so you should have received all the material by the time this letter arrives.

We are calling this mixup to your attention now in order to make sure that you go through the back mail. You will find some extremely important announcements.

In last week's mailing, we included the tentative program for the September district extension conferences and asked for a reply from you relative to your part in the program.

We would like to have your replies by September 1 if possible. The success of these district meetings on visual aids will depend upon your participation.

If at any time in the future your regular information packet does not arrive on schedule, please let us know.

Garlich on Daily Radio...

Farm adviser Ed Garlich of Morgan county, veteran extension radio broadcaster, recently stepped up the frequency of his radio shows to one a day.

"Across the Fields and Furrows" is a new daily 12:55-1:00 p.m. feature of WLDS, Jacksonville.

Ed interviews farmers, reports on crop conditions, gives farming recommendations and plugs events coming up.

The programs originate in the farm adviser's office, where the station installed a microphone for Ed's convenience.

If he can't be there for a "live" show, the station tape-records the program.

Visual Aids Shop...

Buy a few inexpensive power tools, scrounge up some battered, discarded furniture, stake out a claim on an abandoned room--and move in.

That's a workable formula for setting up a visual aids shop. And the College now has modest facilities to produce exhibits and other visual materials.

The shop facilities in the Old Agronomy Seed House will help us meet increasing demands for visual materials from you people and specialists here, as well as help us develop materials for TV.

Credit for spearheading the project goes to Don Schild. Progress was often slow because the work had to be sandwiched in between various production jobs. But Don also put in a good many evenings and week ends fixing up the shop.

8-19-53

It Says Here... NEWS for and about the Counties

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TV Competition for Godfrey...

Arthur Godfrey doesn't know it, but he faces TV competition from the Corn Belt. With the poise of veteran performers, six Decatur area farm advisers faced the TV cameras last week and concluded that the new medium is here to stay.

The new threats to Godfrey's crown are Warren Meyer, Harold Meyer, A. C. Kamm, Glen Sons, Fred Hoppin, and Paul Krows. These six men will share the twice-a-week spot reserved for agricultural extension on the daily 15-minute farm show over Decatur's new TV station, WTVP.

Associate director W. G. Kammlade and supervisor Francis Longmire were on hand for the opening show last Tuesday. Jack Murray handled the MC chores.

A Point Is Proved...

Looking ahead to his first solo TV appearance, Harold Meyer stopped in a week or so ago for some professional art help on some TV visuals he had in mind. He wanted some duplicate posters made from the stick figures used on the recent farm management publication.

We promised to help, but after he left we remembered our assertion that a good office girl could do most of the art work for TV visuals. So we turned the art production job over to our good office girl. She claimed she had never lifted a felt-brush pen in her life. But the results were satisfactory to us--and to Harold. The moral: Don't overlook the creative talents of your office girls.

We presume you have all noticed the July issue of the Extension Service Review. The entire issue is on television.

May Turns First Columnist...

Here's a brief news item that appeared recently in the Highland Journal:

"This week farm adviser Truman W. May turns 'columnist' for the Highland Journal and other county papers. His column appears on page 9 in this issue. We think you'll find it interesting.

"The Journal has been devoting an increasing amount of space to farm news and the farm adviser's column is a welcome addition. This week's is a fair sample of what future ones will be. The column will be devoted to brief news items of general interest concerning things done on individual farms around the county--a sort of 'catch-all' of items that should be published, but often are not because they do not warrant a formal, several-paragraphed article."

Truman's column will appear under a different heading in each of the county papers. This arrangement attests to the sound public relationships Truman has developed with his local editors.

Pictorial Report on Homemakers' Camp...

When Mrs. Lula Keller lined up a group of Macon county homemakers to attend camp at the 4-H Memorial Camp, she made sure the camping benefits were adequately reported. Through her efforts the Decatur Herald Review ran a full-page picture spread of the homemakers' camping activities in a recent Sunday issue. The pictured evidence of fun and relaxation must have brought sighs of envy from those who didn't go. It's good for the public to know that there's more to homemaking than canning and meal preparation.

8-27-53



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Current Count on Visual Ideas...

From the looks of the return cards already in, the district meetings on visual aids will be a success.

So far nearly 40 of you have sent in cards saying you would be willing to spend a few minutes telling about a particular visual aid that has helped you. True, that still leaves nearly 160 of your colleagues to be heard from, but we expect to have the return cards from them before the week is out.

Districts I and V lead the state with the largest number of volunteer participants so far. And honesty compels us to report that District III has registered the fewest visual aids ideas.

Speaking of Counts...

A couple of weeks ago we asked for the frank opinions from farm advisers on the value of "promotion kits" similar to the one prepared for the Fall Livestock Outlook meetings. We would like to report the results of this survey to Director Kammlade and the supervisors before the end of the month.

If you think this kind of stuff is helpful to you, we will certainly try to keep it on our agenda of work. If it's not, we surely don't want to clutter up the mails and your desk with it. A "no return" from a county will be considered the same as a "nay" vote.

And we promise no more surveys until there is snow on the ground.

9-3-53

Adviser-Newspaper Teamwork...

Surely one of the smoothest working farm adviser—newspaper teams in the state operates in Knox county. It's almost impossible to pick up a copy of the Galesburg Daily Register-Mail or any of the other papers in the county without reading about some aspect of A. R. Kemp's progressive county extension program.

For several weeks we've wanted to comment about the quarter-page story and picture coverage of Kemp's farmers' tour of the county oat variety plots. Any farmer who couldn't go on the tour was able to get most of the essential information from the follow-up story in the paper.

Then the other day we read in the Register-Mail about two other tours Kemp had arranged. One was for a group of Canadian farmers and farm leaders, and the second was for a group of grade and high school teachers from Illinois Normal. This is good stuff.

What Makes the Difference?...

When Macon county's Warren Myers sent out invitations for a farm tour recently, he attracted attention by illustrating the letter with two corn plants. One represented a 50-bushel corn yield, and the other represented a 100-bushel yield. Between the two, Warren posed the question, "WHAT MAKES THE DIFFERENCE?"

He partially answered his own question by pointing out that one obvious difference between a 50-bushel yield and a 100-bushel yield was 50 bushels. He drove his point home by suggesting that 50 bushels of corn at $1.50 amounted to $75.00--"Enough to buy HER a new winter coat."



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Duffy Builds Interest...

Without checking the files, we'd guess we've surely mentioned H. V. Deffenbaugh's column a couple of times. Maybe a couple of dozen times. But that guy does a terrific job.

Under his column heading, "Duffy's Comments," Duffy recently used one-line "build-ups" to focus interest and attention on some poultry information he had to offer.

Starting early in his column, he inserted these terse sentences between his other items: "A little later, madam." Then, "Just a minute, Biddy." This was followed with "Your time is coming, just wait." Then, finally, he let Biddy speak. And Biddy spoke about the essential steps in good fall poultry management.

There are a lot of things you can do with a column through the simple application of enthusiasm and originality.

Looking in the "Homemaker's Window"...

"Have you ever tried pinning a poem above your sink as you wash your dishes?"

"With recent rains roses should begin blooming again. Here is a list that may help you keep your cut roses longer."

"Have you ever tried a small fall garden in your hotbed or cold frame?"

Those are three of the human, personal sentences we picked out from one of Margaret Van Schoik's weekly column headed "Homemaker's Window."

We don't have copies of the column to send to you, but perhaps Margaret could supply you with a copy if you would like to see it.

She also writes a second column called "Homemaking Ideas." It's just as good.

"See Here," Says Turner...

Put a camera in the hands of versatile Jonathan B. Turner and before you can say "tripod" he'll hand you a fistful of action photographs for the local press. If you don't think so, take a look at some of the recent issues of Fayette county's newspapers.

Recently when a group of 62 county 4-H campers were at Memorial 4-H Camp, J. B. kept the shutter clicking as the young people worked and played. The result was a picture spread in the Vandalia Union which covered almost half a page.

There wasn't time to put the camera back in the case before it was Fair time. And J. B. was on hand for shots of the proud 4-H winners. Six or seven of these pictures appeared in three of Fayette county's leading papers.

The Spotlight on Visual Aids...

Friday morning at 9:30 in Macomb the "eyes" have it as the first in the series of eight district and subdistrict meetings on visual aids gets under way. For the most part, these meetings will be devoted to (1) sharing ideas, (2) reviewing some things we all know but aren't practicing and (3) looking at some "new" ideas or at least some new twists to old ideas.

With TV antennas sprouting up like asparagus stalks in the spring, there are few extension educators who can depend any longer upon the ear alone to convey a piece of information. There is great truth in the adage that people believe what they see.

9-10-53

It Says Here... NEWS for and about the Counties

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Here, I'll Show You...

Advisers in District II were in a "showing" mood last week as they kicked off the first in the series of district and subdistrict meetings on visual aids.

Some talked about slides and still pictures. Others showed how they used the flannelgraph and blackboard. Those who had been on television demonstrated some of the visuals which work best for this new medium.

Visual aids specialist Don Schild from this staff had four tables loaded with visual materials, gadgets, and "things."

The vast opportunities for using window exhibits came up for discussion. The advisers said they wanted ideas for window exhibits. This office said the ideas would be suggested if the advisers would follow through in getting the exhibits prepared and in the windows. So a gentleman's agreement was reached.

The advisers said they wanted a handbook on visual aids and visual ideas as well as suggestions for other information methods. This office said every effort would be made to prepare such a handbook.

The advisers said they wanted help in the planning and production of TV shows. This office said we would give as much help as our personnel and budget would permit.

Well, it was quite a meeting, and there is another one coming up tomorrow (Thursday) here in Urbana as Subdistrict B of District III "shows" what it has to offer in the field of visual aids. The third meeting will be Friday in Bloomington, followed by four meetings next week in Districts IV and V.

Rock Island Plans Farm TV Show...

Producer-director A. George Koplow of Rock Island's TV station, WHBF-TV, has invited farm advisers from Rock Island, Mercer, Whiteside, Henderson, Warren, Knox, and Bureau counties to meet next Tuesday, September 22, to help plan Extension's participation in a new daily half-hour farm TV show over that station.

Advisers from selected counties in Iowa have also been invited to the meeting, and this office will be represented.

Meyers Plans TV Meeting...

Warren Meyers is making tentative plans for another meeting of farm advisers and other agricultural leaders to plan a new series of farm features for Decatur's TV station, WTVP. According to Warren, the meeting probably will be held in the University TV studios here on the campus either September 25 or September 30.

Identify Weekly News Releases...

Assistant editor Ken McDermott reminds advisers who have regular weekly news services to be sure to include your name, address, and telephone number on the first page of the releases. This saves an editor's time who may want to call you on the phone to check a point or to get some more information.

The Wednesday morning session for farm advisers during State Conference will be devoted to "methods that work best in getting out information."



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Rock Island Starts Farm TV...

Television is still in the spotlight this week. WHBF-TV, Rock Island, starts a daily half-hour farm and home TV show this coming Monday, September 28. At a meeting in the studios Tuesday, plans were made for Illinois and Iowa county extension workers to furnish four of the five features each week.

Tentative plans call for these eight Illinois counties to take part: Rock Island, Mercer, Henry, Whiteside, Bureau, Knox, Warren, and Henderson. Illinois will take all four shows next week, while Iowa will be in front of the cameras the week of October 5. After that, each state will take alternate days.

Farm and home advisers from the eight Illinois counties will hold separate meetings here Wednesday evening during state conference to work out final details of the program schedule and to select program subjects.

Decatur TV Area Advisers Meet...

Farm advisers and other agricultural leaders from the six counties participating in the WTVP, Decatur, farm show will meet in the TV studios here on the campus Wednesday evening. Macon county's Warren Meyers expects between 40 and 50 to attend this meeting, which has two main purposes. The first is to work out program schedules for the coming months, and the second is to give those people who have not been on TV a chance to become familiar with studio operating procedures.

Visual Aids Meetings End...

The meeting of District I advisers Wednesday at White Pines State Park winds up the series of eight district conferences on visual aids. Districts IV and V held their meetings this week, and reports indicate that they were just as chock full of good ideas from the counties as those held in Districts II and III.

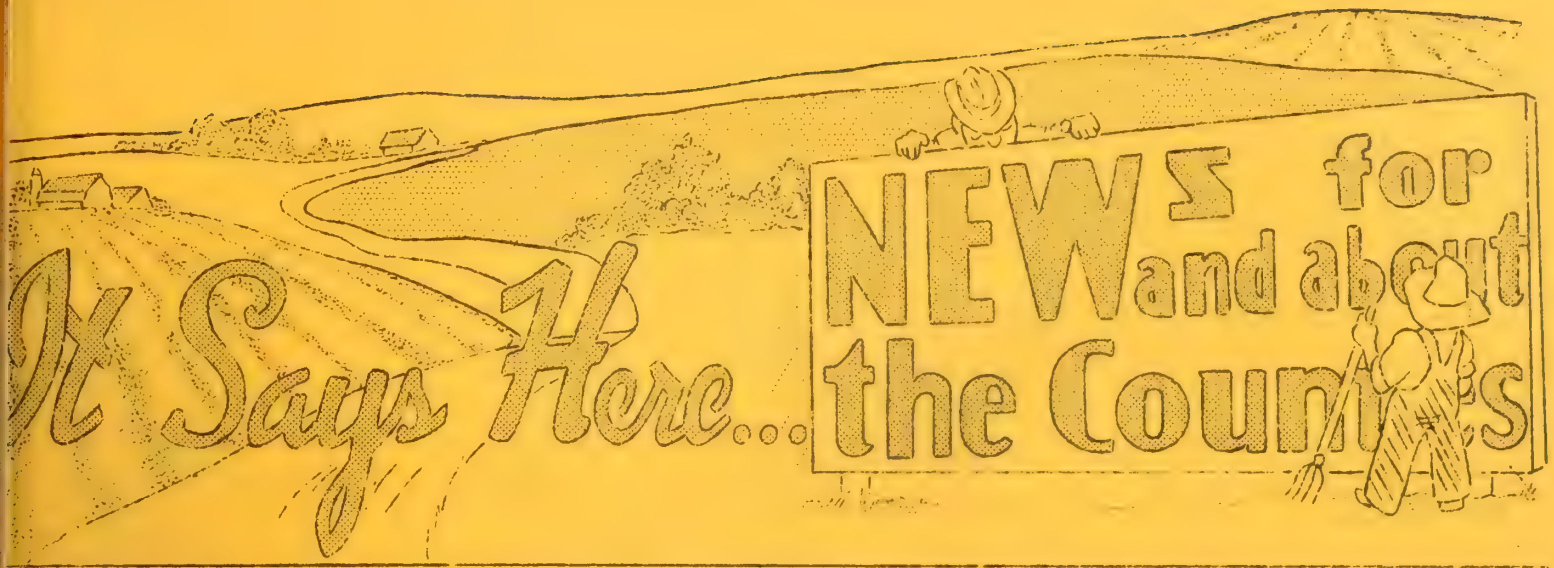
The main purpose of these sessions was to give everyone a chance to share ideas and experiences in the visual aids field. But this sharing of ideas doesn't have to stop now.

There are 28 advisers participating on regularly scheduled TV shows over the Decatur, Davenport, and Rock Island stations. This means that three or four advisers will be on TV every week. We know that other advisers would like to hear about your experiences. We and they would like to know what you used for visuals, what subjects you selected, and how you handled the program. So after your show is over, drop us a card or letter and give us the dope. We'll pass it on for the benefit of all.

Tolley Tells About Window Display...

The promotion and educational values of window displays received much attention during the visual aids meetings. And this week Howard Tolley, Marshall-Putnam, sent in picture proof that window displays can do a real job. His Steuben 4-H Club created a top-notch display for one of the Chillicothe business windows. Using pictures and displays, it tells WHAT 4-H is, WHY it is, and HOW it works.

9-24-53



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Tazewell Home Bureau Meets Editors...

Tazewell county home bureau leaders learned first hand last week what kind of information newspaper editors and radio stations would like to have from home bureau units.

The tips and suggestions came direct from representatives of the Pekin radio station and the Pekin Daily Times.

The all-day session on publicity and information problems was arranged by Home Adviser Mrs. Frances King. Home bureau board members and publicity chairmen from 28 of the 31 home bureau units met with the newspaper and radio people in give-and-take discussion sessions that covered the whole range of newspaper and radio services.

Assistant editor Jessie Heathman, who attended the meeting from this office, reports that it was one of the best she has attended. Newspaper and radio people appreciate the opportunity of discussing their problems with groups of this kind.

Coles Home Bureau Plans Radio Meeting...

This Wednesday (September 30) radio chairmen from all home bureau units in Coles county will meet at the Mattoon radio station to plan their radio activities for the coming year. Home Adviser Deborah Solliday arranged the meeting in cooperation with the radio station personnel.

Coles county home bureau members have been conducting a regular radio program for over a year.

Confucius say, "Radio experience very good for television coming up."

Miss Walbridge Reports the News...

Next time you are in Quincy, pick up a copy of the Quincy Herald-Whig and count the number of county home bureau and home economics stories from the office of Home Adviser Margaret Walbridge. We'll be surprised if you don't find two or three stories in any issue you pick up.

We've just been going through some issues of the paper dating back through August, and we are impressed by the news-reporting job being done by Miss Walbridge.

Quotable Quotes from District Meetings..

Orin Hertz: "I'm spending most of my time on two methods of reaching people: personal contact with individuals who have specific problems and mass contact through press, radio, circular letters, and my county publication."

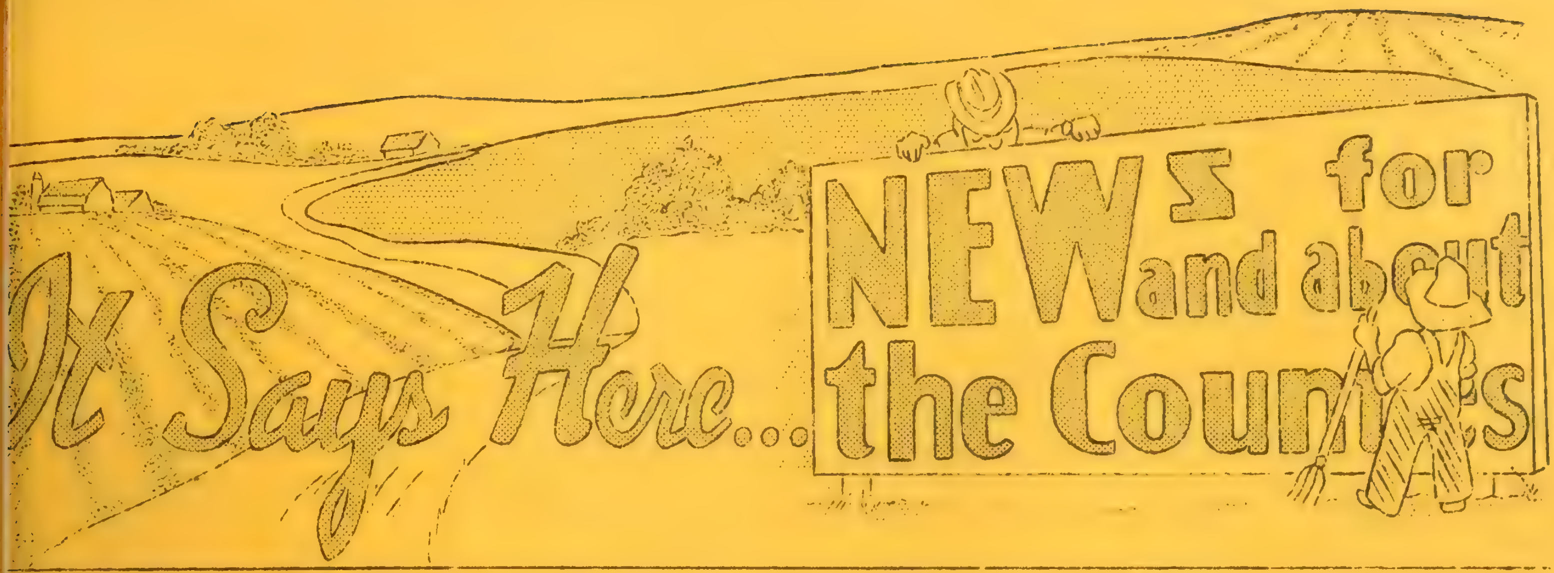
Darl Fike: "I would guess that from 80 to 90 percent of the farm families in my county own television sets."

Howard Haynes: "We talked about television at a recent board meeting, and it turned out that 14 of the 16 members on my board owned television sets."

Anon: "It would help our county efforts if the specialists would make more use of visual aids."

Everyone: "I'm not an artist, but...".

10/1/53



Extension Editorial Office University of Illinois College of Agriculture

It Says Here....

Busy Week...

This has been Fall Conference Week. You've been busy. We've been busy. It was a swell conference. Need anything more be said?



Extension Editorial Office University of Illinois College of Agriculture

Television for You...

Those of you who have asked for ideas and suggestions on television will find some helpful information in this week's packet.

The material is included in a handy "Handbook for Extension Agents" that is called "TELEVISION FOR YOU."

The authors are Joe Tonkin of the Federal Extension Service's Division of Information and Alice Skelsey of the Radio and Television Service, USDA Office of Information.

Joe and Alice have packed a wealth of information into the 24 pages that make up the handbook. All of you who are now participating on television shows or who plan to participate in the future will want to keep the handbook on top of your desk for ready reference.

We suggest that, after you have gone over the material, you write to Joe and Alice and let them know what you think of it. We would like to know what you think of it too.

Complete TV Schedules...

Advisers participating on Decatur's TV station WTVP have completed their twice-weekly program schedule through November 18.

During Fall Conference the Rock Island area advisers worked out a tentative program outline for their twice-weekly appearances on WHBF-TV.

Warren Meyers can give you more information on the Decatur plans. Write to Howard Haynes if you would like more details on the Rock Island operation. Read "TELEVISION FOR YOU" first, though.

New Smiling Faces...

There are some new folks we would like to have you meet when you stop in at 330 Mumford.

Gordon McCleary walked in October 1 to take hold of a new extension position. Gordon has the imposing title of farm and Home Safety Information Specialist. He'll work closely with the State Farm and Home Safety Committee on plans, programs and information materials designed to make our farms and homes more safe.

On that same date, Mrs. Zoe Berry stepped into the shoes left vacant when Mrs. Edith Johnson resigned. Zoe will give us a hand with some of our TV development problems in both agriculture and home economics.

The smile greeting you at the front desk inside the door belongs to Mrs. Ruth Sitler, who teams with Gerry Smith in making sure the copy flows according to the deadline schedules.

And this week we shook hands with Don Button, who joins us for a 10-week assignment while we are hosts to the group of foreign agricultural editors.

Pat on the Back for Patrick...

Whiteside county's Rex Rhea gives a deserving pat on the back to Bill Patrick, who is farm editor of the Sterling Gazette. Rex says Bill is doing an excellent job of cooperating with the county extension office in keeping farmers informed on farm news. Typical of the cooperation is the feature story Bill wrote when it became necessary to change the dates of the county dairy meeting.



Extension Editorial Office — University of Illinois — College of Agriculture

Recognition of 4-H Achievement...

National 4-H Achievement Day is just three weeks away--November 14. All of you probably have plans for county achievement days on or near that date.

There is some special promotion material in the packet this week which we hope will be of help to you in recognizing the year's achievements of your 4-H Club members and their leaders.

Illinois 4-H Mat Service...

All available 4-H mats have now been renumbered and included in a new 4-H mat directory called the "ILLINOIS 4-H MAT SERVICE."

A copy of this new directory is in the packet, and we urge you to throw away all other 4-H mat order blanks and proofs. All of our 4-H illustrations in mat form are now filed according to the order number shown under each mat in the new directory. In the future you will want to order all your 4-H mat needs by number from this new directory. A number of order blanks are included in the directory.

You'll notice that the directory is punched for a three-ring notebook. We hope to add new illustrations in mat form to the service.

Window Displays...

Your 4-H Club members and leaders will have more original ideas than we can suggest for attractive and informative window displays. If you have 4-H window displays in your county this year, we would certainly like to have pictures of them.

Suggested News Stories...

There is a set of suggested 4-H achievement news stories in the packet. You will realize that at best they can only supplement the good news copy based on the activities of your local clubs. But you may be interested in some of the state facts and figures.

Invitation to Editors...

All of you are probably planning to invite your county newspaper and radio editors to your achievement day. You may also want to consider having the editors play a part in the day's program.

Stories on State Winners...

Within the next 10 days or two weeks you will receive the list of members selected for the State 4-H Honor Roll. This list will come to you from the 4-H Club Office.

At your request, we will not issue state-wide stories from this office on the Honor Roll members. Each county has the privilege of making its own news announcement of county members on the Honor Roll.

Radio-Television Appearances...

Those of you in television coverage areas have an excellent opportunity to acquaint large city audiences with 4-H Club work through 4-H TV shows. On such shows the members themselves should be the star performers.

You will also want to schedule outstanding 4-H members and leaders on your radio programs.

10/22/53

It Says Here... NEWS for and about the Counties

Extension Editorial Office — University of Illinois — College of Agriculture

Recognize 4-H Leaders...

Tuesday, November 24, is the date for the Illinois 4-H Leaders' Recognition Day in Springfield. It is appropriate that this recognition should immediately follow National 4-H Achievement Day.

The event in Springfield gives every county an opportunity to publicly thank all those volunteer 4-H leaders who contribute so much to 4-H. There would not seem to be any good reason why every citizen in a county should not know about the contributions these leaders have made during the past year.

In this week's packet you will find some information and promotion suggestions which may supplement your plans for leader recognition. If you have ideas on how we can improve this service next year, please let us know.

A Good Job, and "I Told Him So"...

Had a note from Assistant Farm Adviser Boyd Lahr, Vermilion county, the other day. Boyd sent a copy of the farm section of the Danville Commercial-News so we could see what an excellent job the paper does of reporting extension and other agricultural news. Merrill Faulk serves as the paper's farm editor.

Boyd wrote, "Seems to me he does an outstanding job with the two pages allotted to him by the paper, and I told him so."

It takes just a moment to "tell someone so" when he does a good job.

Duffy's Girl Friday Writes...

When H. V. Deffenbaugh took off for the county agents' convention in Philadelphia, he turned his weekly column-writing chores over to his efficient secretary. This girl not only can write a column, but she knows how to get the readers to help write it. She wrote...

"So how about helping me with next week's column?

"Just jot down something you saw or are doing on a postcard that might help make farming a little easier for your neighbors.

"You know--some news, tips, something about your crop yields, livestock, or 4-H activities."

We would say that unless Duffy wants to get out of the column-writing business, he should not leave town too often, because this girl has talent.

Just a Thought...

At various times in the past we have wondered what you people would think about the idea of having some district news writing and general information workshops for your office secretaries and the other office assistants.

Well, we are still wondering.

Television Report...

By the end of this week there will be 16 television stations "on the air" in Illinois or serving Illinois audiences.

By the end of next year, 17 more stations will be added to the list for a total of 33. There will be few areas in the state without good TV reception.



Extension Editorial Office University of Illinois College of Agriculture

"Report to the Farmer"...

After a summer breathing spell, WIRL's weekly extension farm radio show, "Report to the Farmer," bounced back again on November 4 with renewed vigor.

The show is broadcast Wednesday evenings from 9:00 to 9:30 p.m. and is repeated Saturday mornings from 11:30 to 12:00 noon. The program is a joint effort of Peoria area farm advisers, with planning assistance furnished by the supervisory staff and this office.

One format segment is labeled "Across the Farm Adviser's Desk." In this, the adviser handling the week's educational feature discusses problems and events of current interest in his county. This is followed immediately by a round-up of similar items from other cooperating advisers, voiced by WIRL's farm director, Cal Rains.

Here is the schedule of program features through the remainder of the year, worked out at a recent luncheon meeting in Peoria:

Nov. 4 Farm Price Supports...Bantz
11 4-H Achievement.......Sharp
18 Current Livestock Situation --Trolley
25 Your Thanksgiving Turkey --Terwillinger
Dec. 2 4-H Judging.........Garvin
9 Farm Bureau Farm Management Records.........Bayles
16 Figuring Up Your Income Tax --Brock
23 Christmas Presents for Good Farmers..........Bantz

Lee County Editors Meet...

Farm Adviser Jim Somers, Home Adviser June Pilgrim and Assistant Farm Adviser Art Seeds put on a Swiss steak spread for press and radio editors of Lee county that helped to cement a little tighter the good relationships that they already enjoy up there. A total of 8 newspaper editors and one radio editor came to hear a well-timed series of educational talks by agricultural representatives. (FA Somers used a kitchen timer supplied by HA Pilgrim to limit each of the presentations to 4 minutes.)

Good Visual Aids...

Extensive use of visual aids with the talks was enough to make a tired, old extension editor's heart glad. The two blackboards became literally filled with graphic pictures of interoffice and county-state-federal activities. The idea was to give the visiting editors a picture of all the educational work that is being devoted to farmers and homemakers in the county. In a discussion-session the editors made full use of their chance to get some answers to a few of their problems and to clear up any questions about the functions of the various agencies which they had.

Visit Editorial Sanctums...

Next day, on Friday, Jim and June and Field Editor Bob Jarnagin visited four newspaper offices and the radio station, WSDR. Jim found out how popular his personal column was, and June was asked to start one of her own for homemakers.

11/4/53



Extension Editorial Office University of Illinois College of Agriculture

Suggested "Spots" for Illustrations...

The USDA's Division of Extension Information has furnished us a supply of suggested "spot" illustrations for circular letters, postcards, advertising layouts and so on.

There are 11 pages in the set, and many of the drawings apply directly to home adviser work. There are also drawings on hogs, poultry and beef. The complete set is in this week's packet for each farm adviser and each home adviser.

WCIA-TV Starts Operation Next Week...

WCIA-TV, the local television station here in Champaign, hopes to be "on the air" early next week. The station will operate on VHF Channel 3 with a power of 100,000 watts, making it one of the most powerful TV stations in the midwest.

The College of Agriculture has agreed to supervise and coordinate a daily 15-minute farm show on the station starting in mid-December. While plans for the series of shows are not complete, it is expected that at least two of the shows each week will come directly from the College of Agriculture. Area farm advisers and other agricultural leaders will also be invited to participate in the series.

During the winter months, it is hoped that the show will go on the air just before "chore time." The best guess now is that show time will be from 4:15 to 4:30 p.m.

DiAnne Mathre Will Be TV Home Editor...

According to present plans, Wayne county's versatile home adviser, DiAnne Mathre, will leave her position to become Home Editor for WCIA-TV here in Champaign.

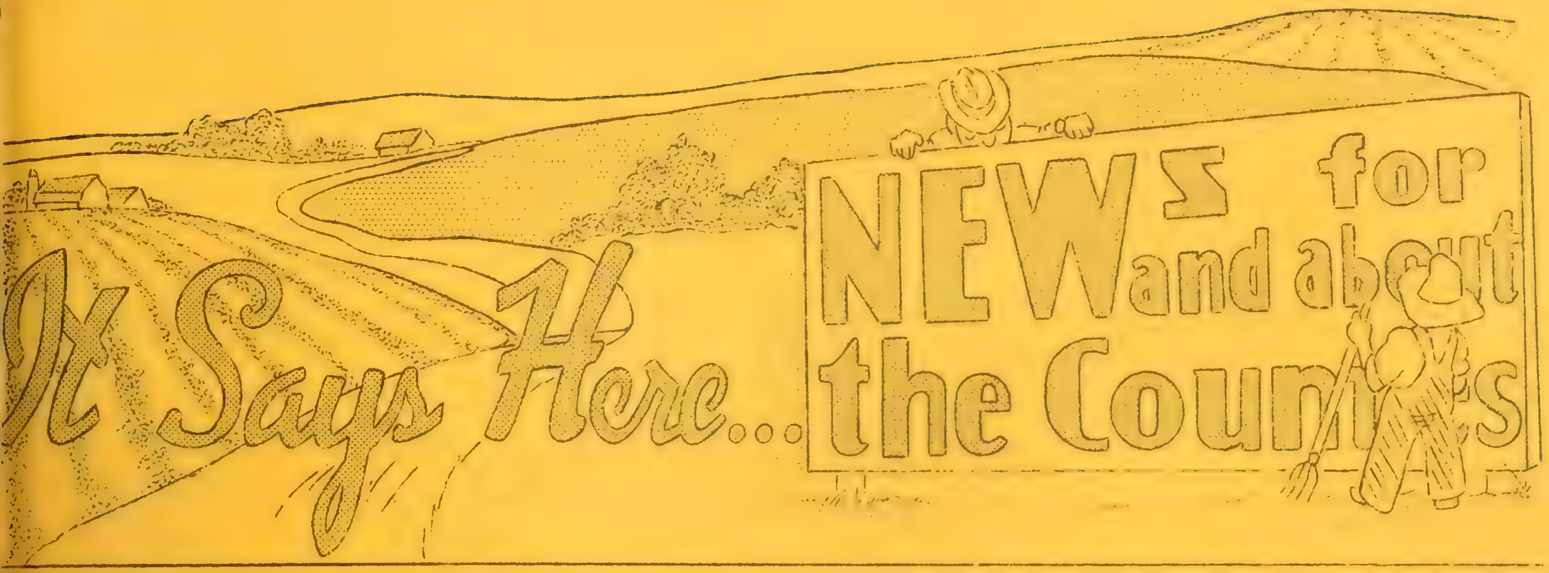
Station officials report that, while final plans have not been made for all home shows, they hope to work closely with the department of home economics here on the campus and with home advisers in the coverage area.

Foreign Editors Complete Visit...

The group of four Dutch and two Danish agricultural and home economics editors complete their stay on the campus this week. During the past five weeks these guests have shown keen interest in the variety and scope of agricultural editorial work in the United States. From here they will travel to Ames, Iowa, for a week's visit at Iowa State College, followed by a week at the University of Minnesota. After that they will spend two days in Chicago attending 4-H Club Congress before heading for home.

Field Editor Murray in District II...

Jack Murray has donned the robe of field editor this week and is spending his time with Supervisor Coolidge in District II. We will have the full report next week.



Extension Editorial Office University of Illinois College of Agriculture

TV Talk in District II...

Field editors Bob Jarnagin and Jack Murray touched back on home base at the end of last week after busy tours of editorial duty in district II.

Supervisor W. F. Coolidge set a fast pace during the week with a schedule that called for visits to three different county extension offices each day.

According to Jack, 95 percent of the discussion he and Coolidge had with advisers was concerned with extension television.

Sixteen of the 20 people they saw from Monday to Thursday are presenting programs regularly on one station and occasionally on another.

The four not participating expect to be called before the TV cameras at any time.

WHBF, Rock Island, and WOC, Davenport, Iowa, provide the main television outlets for extension programs in district II.

But stations in Quincy and Peoria, already on the air, are expected to extend beckoning fingers to area farm and home advisers soon.

All of the advisers visited were unanimous and emphatic in their belief that television presents extension with the greatest mass teaching opportunity in its history.

Those advisers already presenting regular programs are enthusiastic about their experiences and feel that they are getting positive results with the new medium.

Some of the comments Jack picked up about extension's use of TV seemed worth sharing:

Earl Bantz, Peoria county farm adviser: "With two stations already broadcasting in Peoria, and another on the way, TV doubtless will affect meeting attendance. We expect a definite shift from night to daytime meetings. We must use television in our extension teaching job."

Arnold Kemp, Knox county farm adviser: "We are about halfway between Rock Island and Peoria. Our problem is not that of deciding whether or not to use TV in extension teaching, but rather which station to use to do the job."

Glen Garvin, Stark county farm adviser: "We figure that 50 percent of our farm families have TV sets, even though we're in a fringe area. We expect to participate in the Rock Island series."

Darl Fike, Henry county farm adviser: "We get 10 times as many comments in 10 days from television as we get in a year from radio. The editorial office working with specialists can be of real service to us in supplying suggested program topics and supporting visuals."

Lois Mitchell, Rock Island county home adviser: "We have had TV in our area now for more than two years. After people have watched television for a while, they become discriminating in their choice of programs. Extension shows must be good if they are to attract and hold an audience."

This gives you some idea of how people are thinking who are right in the middle of TV now. More comments next week.

11/18/53



Extension Editorial Office University of Illinois College of Agriculture

Federman Gets Proof...

Once in a while some item mentioned on a county farm or home adviser's radio show or in a personal column attracts enough attention to cause reports to drift back to the office regarding it. But not many extension people get such dramatic proof of the potential power of mass communications as Chuck Federman, Cumberland farm adviser, did a few weeks ago. On his Tuesday radio program, Chuck described the beautiful display of fall flowers at one of the farm homes in the county. By Saturday, 54 people had driven out to visit the farm home and see the flowers.

Weather Hits Columns...

The weather is coming in for its share of attention in farm adviser columns. Truman May, Madison county farm adviser, recently made an interesting comparison between 1953 and the dry year 1936. July and August of the two years were about the same, he wrote, but June and September of 1936 were wet, indeed, when compared with the same two months this year.

Rainfall between June and September in 1936 was just under 8 inches. This year it was just over 4.

O. O. Mowery, Macoupin county farm adviser, also comments on the drouth. He described an electrical detecting device used in his county by one of the groundwater geologists from Springfield to locate underground water. It was an interesting yarn, and it wasn't hurt a bit when Orville compared it to the water witches...without making any claims for either one.

More TV Comments...

Here are more comments on extension television made by advisers to Bill Coolidge and Jack Murray during their recent swing through district II.

George Trull, Rock Island farm adviser: "More than three-fourths of our rural families now have television sets. After a period people become choosy about their programs. TV is not hurting our meetings quite as badly as it did at first."

Ed Walworth, Warren farm adviser: "More people are watching television than we appreciate. Extension has in TV a tremendous opportunity for teaching. But it's worse to put on a bad show than not to be on TV at all."

Howard Haynes, Mercer farm adviser: "Visuals are important. The day I get on television and just talk--you can fire me!"

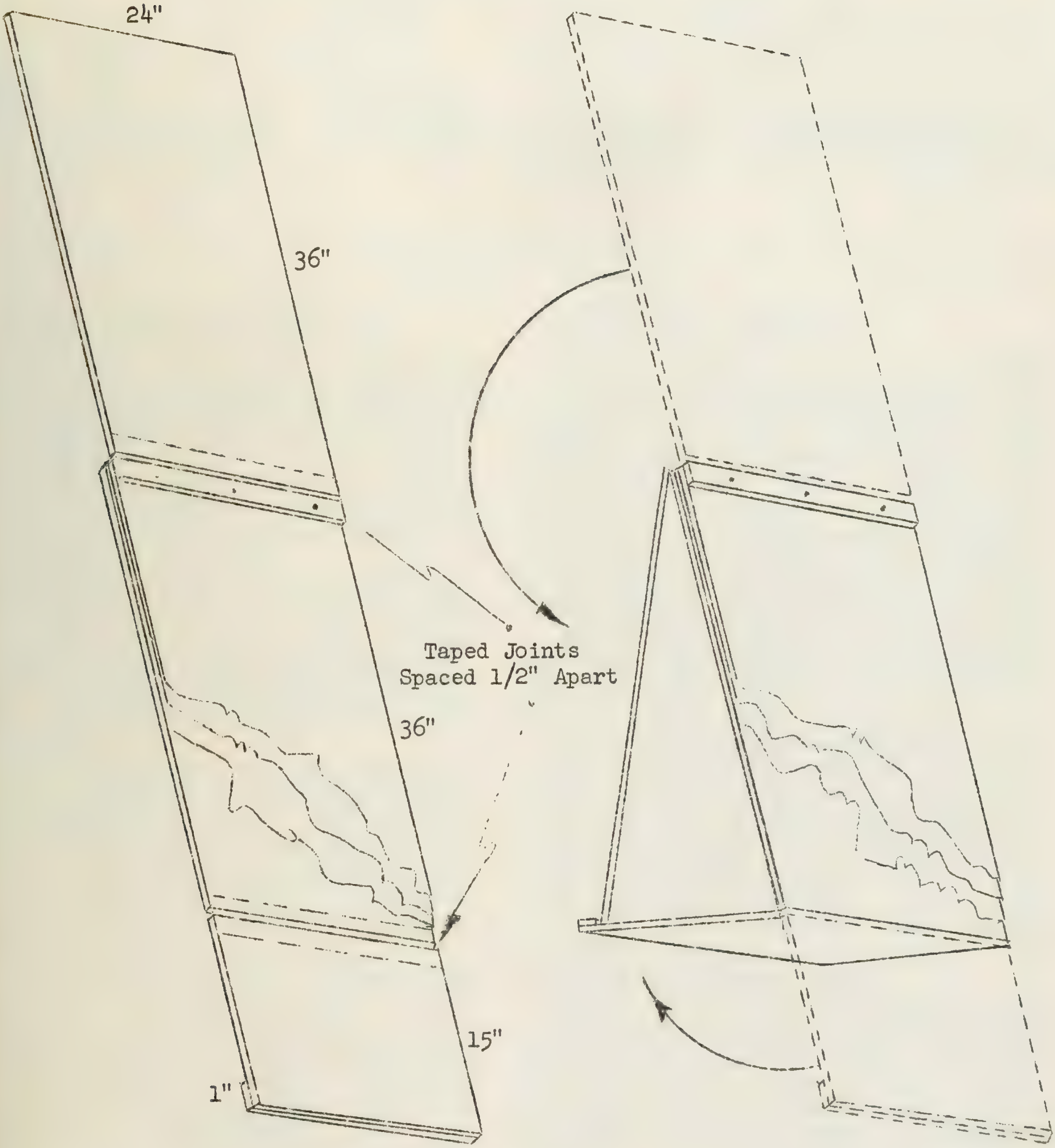
Curt Eisenmeyer, Henderson farm adviser: "Our boards are right with us in this television effort. They say agriculture needs better public relations. TV offers a means of bridging the gap between farm and city people."

Flip Chart Easel Plans...

A number of you have requested plans for the masonite chart easel shown during the visual aids sessions at district conferences. We have drawn up the plan and had it duplicated for distribution. A copy is enclosed in this week's packet. Additional copies are available from this office.

If you wish similar plans for any of the other items you saw, please let us know and we will try to get plans drawn and duplicated.

FOLDING MASONITE EASEL



2 Pieces 1/8" Tempered Masonite 24" x 36"
1 Piece " " " 24" x 15"
2 Pieces " " " 24" x 1"
8 Feet Bookbinding Tape
3 Each 1/2 Chicago Paper Screws

11/17/53
EE317



Extension Editorial Office University of Illinois College of Agriculture

R. I. Area Advisers Plan More TV...

Farm and home advisers who gathered in Rock Island last Monday to plan future TV programs heard fine words about past performances.

TV director George Koplow of station WHBF said the station was very happy with the programs and that viewer response to the series was excellent.

As you know, area advisers have been presenting daily shows on the station for several months. Cooperating counties are Rock Island, Stark, Henry, Whiteside, Bureau, Henderson, Mercer, Knox and Warren. Six Iowa counties also are in the schedule.

Block programming was the major new wrinkle introduced at the Monday meeting. This arrangement gives Illinois advisers a solid week of programs, followed by Iowa with another solid week.

Under this system Illinois will handle nine of the next 15 weeks of programs, and Iowa will handle six.

Within the week blocks, Illinois farm advisers are coordinating topics in order to gain continuity of subject matter. Example: January 4, "Housing the Dairy Herd"--Glen Garvin; January 5, "Feeding the Dairy Herd"--Arnold Kemp; January 6, "D. H. I. A."--Halsey Miles.

The advisers are enthusiastic about TV as a method of extension teaching. All of them reported good response to the series from local viewers. Jack Murray represented this office at the meeting as district II field editor.

Leo Sharp Talks About TV...

Some of the western area county farm advisers are surrounded by TV and TV antennas, but so far they haven't been scheduled on one of the regular shows being produced over there. Leo Sharp in Fulton county reports his estimate of farmers in his county with television sets run as high as 70%. He is about 30 miles from Peoria and the stations there come in fine. Peoria will be developing a farm TV show within the near future, and the farm advisers in surrounding counties will probably then be asked to take an active part.

Leo is enthusiastic about the possibilities in televised extension programs, since most of the farmers he has talked with who have TV sets report spending a high percentage of time in watching TV. We all agree that some of the newness will wear off eventually, but the farm audience will always be enthusiastic watchers of farm TV shows if we put them on in an interesting fashion.

There is a healthy recognition of the importance of the mass media of communication over in Fulton county, but still the big problem of when to take care of the task. A weekly news service goes to a mailing list of 15 people, including 6 weeklies, 4 dailies and 3 radio stations.

Quincy May Need Advisers, Too...

Roy Wise in Schuyler county says that the Quincy TV station has been talking about a farm show with advisers in Illinois and Missouri, but nothing definite has been decided so far. Roy says that Schuyler county farmers are buying TV sets rapidly too.

12-2-53



Extension Editorial Office University of Illinois College of Agriculture

Wisconsin Holds TV Workshop...

The University of Wisconsin College of Agriculture is getting set to launch a daily 15-minute farm and home TV show on its University station starting early in January. On Monday and Tuesday of this week, the college held its first "Farm and Home TV Workshop." Jack Murray attended the Monday sessions, and we thought you might be interested in Jack's report, which is attached.

Spotlight on 4-H at Congress...

The front pages of Chicago's metropolitan newspapers sparkled last week with pictures and stories about the nation's outstanding 4-H Club members. Youngsters from Alabama, Illinois, Washington, and California were headline guests on local and network television and radio shows. Reporters and photographers from the three leading press associations waited patiently for opportunities to interview 4-H Club members who had won state and national honors in various projects.

The event, of course, was the 32nd National 4-H Club Congress, and the importance of the occasion can be partly measured by the arrangements that were made and carried out for press, radio and television coverage.

During the week more than 300 press, radio, and television editors registered at press headquarters. More than 60 advance and coverage news releases were prepared. Three special radio recording rooms were kept busy throughout the week as radio farm directors taped interviews for use on local stations. A total of 32 special press conferences was held.

A Report to the Public...

The drain on typewriter ribbons and carbon paper is usually heavy this time of year as the year is reviewed for the annual report and the future is appraised for the plan of work.

Would you pardon us if we suggest again that your public would like much to know what you have done this year and what you plan to do in 1954.

Why not combine the material in your annual report and your plan of work into a series of six or eight articles. The same series could be used as features on your radio programs.

As we see it, each article could cover some one important phase of your county extension program. While you would want to use the news or feature article approach, you probably would want to follow this general outline: (1) this is the problem in this particular area, (2) these are the reasons why this problem exists, (3) here is what your county extension staff has done about this problem during the past year, and (4) here is what we plan to do about the problem during the coming year.

In almost every county, farm advisers could do such a feature article on (1) soil and soil improvement, (2) crop production and yields, (3) pasture and hay production, (4) livestock--perhaps broken down by type of livestock--and (5) farm management and record keeping.

The list would be just as complete for home economics extension work--home furnishings, nutrition, clothing, child care, recreation, and family living.

On Wisconsin...

The University of Wisconsin has demonstrated that it can move fast not only on the football field, but also in the field of mass education.

On January 1, Wisconsin engineers will throw the switch that will start in operation one of the first strictly educational television stations in the country.

The University thus is pioneering in an important new field of mass education today, just as it pioneered in bringing to Wisconsin citizens one of the first regularly operating radio stations in the country.

WHA-TV will be on the air for a limited time at the start--6:00 to 9:00 p.m. Coverage will be 20-25 miles--roughly the Madison area.

But kinescope recording equipment already is being used to stockpile programs. And these kinescopes will be available to all other stations in the state as soon as they have been used on WHA-TV. The kinescope, in effect, gives the University of Wisconsin a state-wide network for its educational programs.

The College of Agriculture and School of Home Economics will be responsible for a daily 15-minute program. Most of these programs will be kinescoped for wider use.

Wisconsin's Farm and Home TV Workshop, December 7-8, brought together administrators, teaching, research and extension specialists and county farm and home agents.

As in Illinois, the Wisconsin people have great hope for television as an instrument which can be used to create good for the people of the state.

Here are some comments:

Dean R. K. Froker: "In many ways the FCC's decision to set aside 242 channels for educational television is comparable to the Land-Grant Act.

This decision, in effect, is an air-grant. My great hope is that we will not turn down the opportunity, lose it by default, or squander it away."

Associate Director H. L. Ahlgren: "Making use of television has the complete, unqualified, enthusiastic support of the College of Agriculture administration. Our only handicap is limited funds. But we are sold on television as a medium of teaching and will back the effort to the limits of our ability."

Joe Tonkin, U.S.D.A. Radio Specialist: "The main reason for using TV in extension is that it's efficient. It reaches more people with a single effort and at the same time it reaches people you have never reached before."

Dick Schuster, Associate Agent, Brown County: "Television is easy. You're dealing with subject matter you work with every day. In our county show, we have definitely learned that we can do extension work with TV."

The above statements are not intended to imply that everything in the TV picture is rosy at Wisconsin and that no problems exist. Actually the Wisconsin are just as aware as we are here that TV will present the College with problems, headaches and frustrations.

But they've accepted the challenge.



Extension Editorial Office University of Illinois College of Agriculture

A Merry Christmas...

In this season, our staff wishes you the best in health and happiness and a most MERRY CHRISTMAS.

...Extension Editors

December 17, 1953



Extension Editorial Office University of Illinois College of Agriculture

This Old Year Bows Out...

The life of a year is short--only 365 days. But the impact of the life of one year is not easy to measure. During those 365 days, history can be shaped, wars won or lost, freedom further restricted or reborn, fortunes made or lost.

Most of us, though, find it difficult to keep our perspective on this finger-tip point of history. Our failures loom bigger than they really are. And, for that matter, so do our successes. We find it difficult to push back the horizon that encircles our work, our play, our friends and our family.

Now this Old Year of '53 bows out. Each of us will measure its meaning in our own way. We hope your appraisal is a full and satisfying one for you.

1953--Editorially Speaking...

Here in the Editorial Office 1953 can best be summarized with the word "adjustment." It was a year for reappraisal and realignment of objectives. A relatively new and admittedly powerful means of communication--television--pushed into downstate Illinois. Extension was handed another technique for getting information to farm people. But Extension was not handed the added staff and budget and time to fully embrace this new opportunity.

So a new look was needed. Were there ways to reduce costs, increase efficiencies, save time? Could television be included in the scheme of things without endangering established programs? What adjustments were possible?

And a New Year Is Born...

The New Year, of course, is unaware of the problems and troubles faced by the Old Man just turning the corner. There is nothing ahead but the bright future. And that is as it should be.

Television will find its place in the Extension plan of work. Farmers and homemakers and young people will join in educational experiences while munching popcorn in their own living rooms. But television obviously will not be Extension in total. It is perhaps the most personal of the impersonal communications methods. At the same time, it is not the same as the handshake.

On the New Year's Fourth Day...

The New Year will hardly have time to get acquainted with everybody before the College of Agriculture steps before the TV cameras in the University's TV studios. On Monday, January 4, the department of animal science will present the first of a daily series of 15-minute College of Agriculture farm features over Champaign's new station, WCIA-TV.

Daily planning meetings for the new series are under way now, and daily dry run rehearsals are scheduled a week ahead of each show.

So We Say Happy New Year...

...to all of you wherever the New Year finds you. Good Health and Happiness!

12-24-53

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Extension Editorial Office University of Illinois College of Agriculture

College Makes TV Debut Monday...

Starting Monday, farm families living within 100 to 150 miles of Champaign can attend a brief meeting with specialists from the College of Agriculture five afternoons each week. And they won't have to leave their living rooms if they own a TV set.

As you know, the College of Agriculture makes its TV debut on WCIA, Channel 3, at 5:30 p.m. next Monday afternoon. Since many farm families in the WCIA coverage area will be interested in this series of shows, we are enclosing with this week's packet the complete listing of the farm TV programs for January. You will also find a suggested special story which you may want to use in your local news service.

We Need Your Comments and Suggestions...

It is the sincere feeling here that you people in the counties are partners in this TV venture. We hope you will serve as constructive critics of the shows as they are presented. We need your comments, suggestions and criticisms on the entire operation. What about the choice of topics? How was the organization? Did the visuals do a good job? Was the information helpful to farmers?

If you can arrange to watch the shows, have a sheet of paper or a postcard in one hand. Jot down your reactions and send them to us. Ask farm families what they think of the shows--and then let us know. The whole operation here needs the benefit of your help, because the programs are designed to help you help farm families in your counties.

Behind The Scenes On The TV Series...

You may be interested in some of the preparations and planning necessary to produce a daily series of 15-minute farm TV shows. Two things have been necessary from the start: (1) organization, and (2) rigid scheduling.

Within the editorial shop, we have established a "TV Planning and Production Committee" with Jack Murray as chairman. Other members of the staff serve on the committee, with Don Schild in charge of technical production of the programs.

Departmental participation on the series is on a regular basis, and topics are selected by the departments in cooperation with the editorial office.

From now on the daily production schedule looks like this:

9:00 a.m. Planning meeting for show coming up two weeks from that day.

1:30 p.m. Dry run rehearsal for show coming up one week from that day.

3:30 p.m. Camera rehearsal for show of the day.

5:30 p.m. Show of the day on the air.

In This Week's Packet...

Farm advisers will find another in the series of soil fertility mats in this week's packet. The mat, with accompanying story, makes up part of the informational material discussed at the recent district meetings on soil fertility problems.

12/31/53 --And that's all for '53.



Extension Editorial Office   University of Illinois   College of Agriculture

A Show Is Born...

There was some trouble in getting the calf to walk across the concrete floor. And he wasn't too happy about the bright lights. Some quick changes were figured out for the opening shots. The boom microphone had to be shifted to keep the shadow from falling on the blackboard.

One minute to show time. Thirty seconds to show time. Your on. "This is Your University of Illinois Television Hour. Here on the campus at the University of Illinois............."

And so Monday evening at 5:30 the College of Agriculture gave its first TV performance for a downstate Illinois audience. There was nothing unusual about the production. It was a simple demonstration of some of the things a 4-H member should keep in mind in feeding and fitting his 4-H calf.

McCue Writes Like He Talks...

We've often said that to be a good writer you should write like you talk. And that is so. One of the really good pieces of writing we've come across lately was done by John McCue in his weekly column. Because we think is is such excellent writing, we're going to devote the rest of this report to paragraph quotations from John's recent column.

***

"Roy E. Wax, from north of Newman, was in the other day and we got around to talking about hogs. Roy started telling me about his feed costs on hogs and how they had increased this year because he was unable to follow good sanitation measures. He said it took 6 3/4 bushels of corn and around 50 pounds of supplement to produce 100 pounds of pork. He said that was high for him.

"I began to inquire around and found that Roy was in the Farm Bureau Management Program and had detailed cost account records.

"I made arrangements with Roy to go out and visit him and study his hog record. It's such a good record that I'd like to tell you about it. Now I'm not complaining about the job of swine production you're doing, I just want to tell you a little about what your neighbors are doing.

"Roy farms about 350 acres, raises a few purebred registered Angus cattle and keeps about 20 to 25 purebred Duroc sows.

"When I ask him how's come he got into the hog business, he stated that the 350 acres of crop was too much for him to farm single handed, therefore, he needed a hired man. If he wanted a good hired man he had to supply year around work, so he started in the hog business.

"His record for the last three years is as follows: In 1953 he sold 33,523 pounds of pork, weaned 10 pigs per sow on the average. However, his four acres of Ladino pasture were not sufficient this dry year for his 172 head of hogs. He had to resort to some drylot feeding, which brought up the sanitation problems. He lost 28 of his shoats and this took his average down to 7 pigs sold per sow."

There's more to the story, but that's enough to show that John McCue writes like he talks.

1/7/54



Extension Editorial Office   University of Illinois   College of Agriculture

Your Editors Are Invited...

One of the headline speakers during Farm and Home Week will be George McLean who is publisher and editor of the Tupelo Daily Journal, Tupelo, Mississippi.

McLean and his newspaper, as you know, have sparked the "Tupelo Plan" for community improvement of agriculture and industry.

Because of the widespread interest in the work of this newspaper, we knew many Illinois editors would like to meet McLean and learn more about the efforts of his paper. For that reason we have planned an Illinois Editors' Dinner Meeting for Tuesday evening, February 2, in the Urbana-Lincoln Hotel. Invitations were mailed this week to all weekly and daily newspaper editors in the state.

We would have liked to include all farm advisers and home adivsers in the invitation list, but space is limited. But you can do your county program a lot of good by seconding our invitation to your local editors. It is unlikely that any man is more enthusiastic than McLean about the help a community newspaper can give to improvement programs in agriculture.

You, of course, will have an opportunity to hear McLean at Tuesday afternoon's general session.

Comments From Hertz...

Vermilion County's Orin Hertz took time out to pen his comments on the first three College of Agriculture TV shows. His reaction--favorable. We would like to hear from more of you--favorable or unfavorable.

Produce First TV Kinescope...

Those of you who saw Monday night's College of Agriculture TV show put on by Leo Fryman were seeing a small bit of history as far as our operations go. That show was the first kinescope production by the University's TV-Motion Picture Division.

If you saw the show you will know that there are still many technical bugs to iron out of our kinescope operation. But the present difficulties will be whipped and the way is being quickly cleared for making such recordings available to other stations in the state.

Our second kinescope effort was done Saturday afternoon with Dick Carlisle as the show's star. That show will go on the air Monday, January 18.

TV Audience Wants Program Listings...

A fairly steady stream of mail has come in from folks requesting the publications offered on the first week's TV shows. Many of the farm families want to know where they can find out about shows coming up.

As yet we do not have a mailing list to which we can send the listings, so we hope that if you are in the WCIA area you will share your list via your local newspapers with your county farm families.

We hope to have the February list of programs in your hands in time for the February issue of your county Farm Bureau publication.

HR:sr
1/14/54



Extension Editorial Office University of Illinois College of Agriculture

Try This on for Size...

From time to time a number of you have asked whether or not there was any extension policy regarding the handling of local extension information.

So far we have not uncovered any hard-fisted official policy. But we are willing to put our thoughts on the subject down on the paper for you to consider. Here is what we think:

1. Extension information is public information.

2. Since it is public information, no restriction should be placed on its use in any newspaper or other publication that is printed in the public interest.

3. County farm and home advisers, as sources of much extension information, should regard that information as being equally available to all news outlets. The same attitude applies to any other source of extension information.

4. The county farm bureau or any other organization has the right to buy advertising or editorial space in any publication that it wishes, but in no instance should extension information be restricted solely and exclusively to that purchased space without the opportunity being given for its free use by any other publication.

5. County advisers have the right to furnish information in a particular form exclusively to a single publication so long as the information itself is made available to all other outlets that wish to use it.

Digest Has New Look...

You've probably all noticed the "new look" in the Agricultural Leaders' Digest edited by Cap Mast. The January issue is in the new 8 by 10 format rather than the former pocket size. Advertisers like this size better, and it makes for more efficient layout and production.

Two extension colleagues are featured in the January issue. Truman May adds his congratulations to those of Secretary Benson and others on pages 10 and 11. On pages 14 and 15 Bill Tammeus has a sprightly article on the experiences his county farmers have had with fresh-cut forage.

If you haven't had time to catch up on your reading this month, this publication would be a good place to start. Cap would probably welcome any comments you might have about the magazine.

Status of Local Television...

Within the next couple of weeks, we hope to prepare a rather comprehensive report on the status of farm and home television in Illinois, with special emphasis on the present and potential participation of county farm and home advisers. We know about the work in the following areas: Decatur, Springfield, Peoria, Davenport--Rock Island, and Champaign. If those of you in other TV areas are now participating on TV or are planning to do so in the future, we would certainly appreciate a brief report from you. And if you don't know about the plans of your local station, perhaps our needs would offer you an excuse to talk with them.



Extension Editorial Office University of Illinois College of Agriculture

Sharp Plans Editors' Meeting...

From Supervisor Bill Coolidge comes word of Leo Sharp's plans for a meeting of Fulton County newspaper and radio editors Tuesday evening, February 9.

According to Bill, Leo has invited the county daily and weekly newspaper editors, the county farm radio directors, the presidents of the farm bureau and home bureau, the home adviser and assistant adviser and possibly the service company manager and the insurance general agent. Supervisor Marion Simpson and Field Editor Jack Murray, along with Bill, will attend from here.

This will be a dinner meeting, starting at 6:30. Main objective will be to acquaint the editors and radio farm directors with the 1954 extension program and the working relationships between extension, farm bureau and other groups in the county.

A Report to Come...

When we can get Bob Jarnagin to slow down long enough, we would like to have him report on the DeKalb County editors' meeting arranged by Cliff Heaton, which he attended. All he's had time to say so far is that "It was a darned good meeting."

Murphy-McDermott Head South

When last seen, the efficient combination of Supervisor Murphy and Field Editor McDermott was heading into District IV to lend a hand with some county information programs. We'll want a report on that too.

Macon County's Masthead...

If you've received a letter from Macon County's Warren Myers lately, you've noticed the new look on the letter masthead. An attractive design is coupled with good use of brown and green ink. It also satisfies all the requirements for franking. An attractive farmstead sketch decorates the lower left-hand corner of the letter.

The Television Audience...

If your backlog of reading material is as high as ours, perhaps you haven't had time to glance at the December issue of the EXTENSION SERVICE REVIEW. You'll be interested in the article by Bill Alford of Massachusetts entitled "So You Think Only the Farmers Are Listening." In the article Bill tells about the results of some studies he conducted to find out who was listening to radio and watching television. He has some interesting figures on extension's opportunity to reach city people with both of these communication techniques.

TV Program Outlines...

Those of you on television who would like suggestions for program topics and presentation outlines may want to take a look at some of the program scripts that have been used on the College of Agriculture's WCIA series. All of you should have the list of January and February shows. If there is a topic that interests you, we'll be glad to send the script outline.

1-28-54



Extension Editorial Office University of Illinois College of Agriculture

The College and Its Public...

During four days this week, the University and its College of Agriculture have truly belonged to the public--at least to those representatives of the public who attend Farm and Home Week.

Certainly those who come to this annual event gain much. The men, the women and the young people learn about the new knowledge that is being uncovered through research on the experimental farms and in the laboratories. They share mutual problems with farm neighbors from all sections of the state.

At the same time, much is gained by the men and women on the College staff. There is a needed renewal of the "close touch" with all those people whom the College serves and with their practical, workday problems.

George McLean Says...

George McLean, editor and publisher of the Tupelo Journal, Tupelo, Miss., has some ideas about community improvement programs.

He says that major improvement in a community or in agriculture can not be brought about merely by each individual trying to improve himself. Rather, he says, community improvement or agricultural improvement can best be realized when all individuals in a group are trying to improve the group.

McLean is sure that newspaper support alone will not make a project succeed, but he is just as sure that the success of a community project would be difficult to achieve without the support.

Bob Reports on DeKalb Meeting...

As mentioned last week, Bob Jarnagin tossed on his field editor coat a week or so ago and attended the DeKalb county meeting with editors. Here is Bob's report:

* * * * * * *

"I really learned a lot of things today," is the way Ed Raymond, editor of the DeKalb Chronicle, expressed his views of the meeting that Farm Adviser Cliff Heaton and Home Adviser Esther Sieman cooked up with the "Big Three" of DeKalb county press and radio outlets. The other major outlets were represented by Frank Dean, editor of the Sycamore Tribune, and George Biggar, WLKB in DeKalb. Also attending the meeting were six members of the county farm bureau board, the county home bureau publicity chairman, and the county farm bureau organizational director.

After lunch in the Pine Room, the group went back to the directors' room at the DeKalb Farm Bureau building and talked for about three hours on mutual problems of getting DeKalb county information to the farmers and homemakers. George Hyde, chairman of the county farm bureau publicity committee, was in charge.

Consensus of the group was that public relations and press and radio relations in DeKalb county are at a high level. But still the meeting gave everyone present a chance to express his opinion and to try to reach some common ground about release dates, preferential coverage areas, best ways to get the news and feature stories out of the office to the outlets and some suggestions for improved service.



Extension Editorial Office University of Illinois College of Agriculture

You Were There...

Psychologist Fred Hoppin, working at present as farm adviser in Logan county, knows that people like to have their names in the paper. And he knows that people like to be credited for worthwhile efforts.

So at the close of Farm and Home Week, Fred was busy at the registration desk taking down the names of all the men and women from Logan county who were attending the event.

Over a cup of coffee he explained that he planned to run all the names in his next column. The strategy is obvious. First, there is the pat on the back for those farm families who took the time and trouble to visit Farm and Home Week and to learn the latest farming and homemaking information. Second, there is the subtle encouragement for those who didn't attend this year to attend next year.

Farm Page or Monthly Publication...

Up in Bureau county, Halsey Miles has joined in the Great Debate: Is a weekly newspaper farm page better, just as good, or not as good as a monthly farm bureau publication?

He asked our opinion, and we gave him a quick answer before we realized that there probably aren't any quick answers.

So much depends upon the quality of the monthly publication, how well it has been accepted by the farmers, how much it costs, how much time it takes and so on. Questions on the other side of the fence are concerned with the acceptance of the farm page, the circulation of the paper, the cost of the page and the way advertising is handled.

Button Studies Dairy Communications...

Some of you may be interested in a new cooperative research project in the department of dairy science. The project has nothing to do with getting cows to eat more grass or give more milk. Nor does it have anything to do with breeding better stock or feeding larger calves.

This project has to do with dairy farmers. It is aimed at finding ont how we can do a better job of getting dairy farmers to do a better job of dairying. The School of Journalism and Communications and the extension editorial office are cooperating. Here is the plan:

Dr. Glenn Salisbury has established a half-time graduate assistantship in the dairy science department. The position is filled by Don Button, an Iowa State College graduate in agricultural journalism who worked in the editorial office several months this past summer.

Don's assignment is to tackle the question: "How can we do a better job of communicating dairy information?"

You'll quickly see that the question is broad and basic. Don won't find the answer in one year, but he will be able to take some of the steps which should lead to the answer.

When you break the big question down, you immediately find important subquestions: (1) What information are we trying to communicate? (2) Whom are we trying to communicate with? (3) What are we trying to accomplish? (4) What methods are available, and how effective are these methods?

After getting all the ideas, opinions, and experiences of the men in the department, Don will probably tackle the problem of finding out more about the audience.



Extension Editorial Office University of Illinois College of Agriculture

Information for Prospective Students...

The College of Agriculture is sincerely interested in getting information about college work to prospective students who will graduate from high school this spring or who have already graduated.

To accomplish this purpose, Assistant Dean C. D. Smith's office has contacted all high school vocational agriculture departments in the state to ask for the names of prospective students.

The response has been gratifying, as more than 700 names have been turned in so far. The College now plans a series of informative letters about various aspects of college work and life, which will be sent to this list.

The first letter in this series, along with a covering explanation from Assistant Dean Smith, was mailed to these students last week.

Since the information deals primarily with the field of agriculture, enough extra copies were prepared for each farm adviser in the state. A copy is in this week's packet.

There is a great need to interest more qualified students in going to college. As you well know, the demand for graduates exceeds the supply.

We thought you would be interested in the plan and the information contained in this first letter. You may want to consider using part of it in your news service or in your monthly publication.

You will receive all future letters, and those that apply to home economics will be sent to home advisers.

If you know of prospective students who are not on the mailing list, Smith's office would like to have their names.

Editors' Meeting in Fulton County...

Fulton county's Vera Hub, Leo Sharp, and George Daigh have joined the fast-growing list of advisers sponsoring get-togethers with local press and radio editors.

Nineteen persons accepted their invitation to a roast beef dinner February 9 and an evening's discussion of extension editorial matters.

The group included newspaper and radio editors as well as representatives of farm and home bureaus. Supervisor W. F. Coolidge and field editor Jack Murray represented the Urbana offices.

The meeting offered advisers and editors an opportunity to review and appraise cooperative efforts already well established. (Examples: (1) county has a regular weekly news service to all area outlets; (2) advisers present three radio programs each week; (3) radio station WBYS is developing a promotion campaign designed to double county 4-H membership.)

Newspaper and radio editors alike urged Vera, Leo, and George to include the "success story" approach in more of their extension releases and radio programs. Point made was that farm families like to know how other families do things--particularly those things that increase profits or raise standards of living.

To aid in getting more success stories for radio, the advisers have equipped themselves with a new tape recorder that will be used for on-the-farm and in-the-home recordings. On the press side, farm editor Jack Everly of the Peoria Star will visit the county more frequently in search of farm feature material.



Extension Editorial Office University of Illinois College of Agriculture

Home Advisers Plan TV Shows...

Home advisers in the Champaign-Urbana area will make their TV debut when they step before the cameras next Tuesday, March 2.

On that day the first in a series of weekly features on "Milady's Spring Wardrobe" will be telecast on WCIA's "Better Living" program. Dianne Mathre, as you know, is in charge of this daily half-hour program, which has become one of the most popular in the area.

With spring fashions as the theme, home advisers will select individual features on such subjects as ready-to-wear garments, patterns, materials and tools for home sewing, arrangement of home sewing equipment, and choice of accessories.

Piatt county leads off the series on March 2, followed by DeWitt, March 9; Douglas, March 16; Champaign, March 25; Piatt-DeWitt, March 30; Ford, April 6; and Coles, April 13.

Each feature will run about 10 minutes. Show time is 4 o'clock in the afternoon.

Speaking of Debuts...

Home economics editor Jessie Heathman reports that Mrs. Jean Lystad, McLean county's home adviser, made her TV debut on February 18 over station WBLN, Bloomington. The show will be a regular feature on the station each Thursday evening at 7:00, with home economics and agriculture taking alternate weeks.

Jessie attended a TV planning session with Peoria county's Cleo Hall this week. We'll have a full report on that meeting next week.

2/25/54

Our Growing Television Audience...

An alert and inquiring mind is one of the requirements of a good extension specialist, and that's why J. C. Hackleman is such a good one.

J. C. figures you can learn a lot by listening to the other guy, but you can learn more by finding out for yourself. So after he had heard some talk about how fast our television audience was growing he decided to find out for himself.

Step number one was to do a little informal checking with farmers at his extension meetings. He asked for a show of hands by those who had TV sets, by those who could get WCIA, by those who watched the College of Agriculture farm show, and by those who watched farm shows on other stations.

This gave J. C. quite a bit of good information, but not enough. So his next step was to fix up a simple questionnaire which he could pass out at his meetings. He checked with us and we had a supply mimeographed.

Last week he checked the number of farmers with TV sets who attended his meetings in Shelby, Christian, and Moultrie counties. Here's what he found: in Shelby county 44 percent of the farmers had TV sets; in Christian, 62 percent; and in Moultrie, 37 percent.

As a check, J. C. made road counts of the number of farm homes with TV antennas between towns on his route. In eight different areas, he found an average of between 40 and 50 percent of the farms had TV antennas. There was no way of knowing how many farms had TV sets with inside antennas.

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

Hackleman's TV Count...

Last week we mentioned an average figure for J. C. Hackleman's road count of farm television sets. We thought you might also be interested in some of the specific figures.

Here are the percentages of farms with visible TV antennas as counted by J.C. between various towns:

	Percent
Mahomet to Gibson City	22
Gibson City to Melvin	41
Tuscola to Mattoon	46
Mattoon to Shelbyville	42
Shelbyville to Assumption	37
Assumption to Taylorville	46
Findlay to Sullivan	43
Sullivan to Tuscola	45
Tuscola to Tolono	53

In making these counts, J.C. purposely followed secondary roads in many cases. In the area 25 to 30 miles from Champaign many TV set owners will not have outside antennas.

If any of you in the counties have made similar TV census counts, we surely would like to have the figures.

Plan Television Study...

Dean Hudelson has asked the College's Information Coordination Committee to undertake a rather intensive study of the potential for using television in both our on-campus and off-campus educational programs. This committee will hold its first meeting on Monday, March 8.

The TV Look in Adams County...

Following our request for a report on the status of television in various parts of the state, Adams County's S. E. Myers sent in this information:

"Quincy now has two VHF stations--WGEM, Channel 10, and KHQA, Channel 7. The stations went on the air during the forepart of November. At the present time neither station has a regular farm program. We have had good cooperation from both stations on special events, such as Achievement Day and so on.

"At the present time, KHQA has contacted the Assistant Farm Adviser in regard to a weekly program sponsored by a local implement dealer. I was talking to the Farm Director of KHQA the other day, and he told me they are planning a farm program, but as yet it has not been determined on what basis it will appear.

"On a recent survey where each member of the Farm Bureau Board reported the number of television sets owned on 10 neighboring farms, the results show that 45 percent of the farm homes in the county now have television sets. We do not as yet have live network programs. This figure, I believe, will increase considerably when this becomes a reality sometime during the early spring months.

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Add Farm Adviser E. D. (Pete) Peterson to the list of good psychologists who printed the names of all his county people who attended Farm and Home Week.



Extension Editorial Office University of Illinois College of Agriculture

Home Economists Discuss TV...

Eight home economists from the Peoria area met with Jessie Heathman recently to review their TV experiences and to share ideas on TV programming. The meeting was held in cooperation with Peoria TV station WEEK.

Home Adviser Cleo Hall took care of the arrangements and laid the groundwork for good public relations by inviting folks from both Peoria stations.

Those on hand included Virginia Hill, Station WEEK; Leah Jane Slotter and her two assistants, Central Illinois Light Company; Mary Zachary, International Harvester; Joan Bruder, assistant home adviser, Tazewell county; and Ruth Ewan, former home adviser in Fulton county.

Miss Hall has a TV show every other week on Station WEEK, alternating with Farm Adviser Bantz. On most shows she invites guests from county and community groups.

Miss Bruder scheduled Tazewell county 4-H Club members for programs on WTVD during national 4-H Club Week.

College Committee Studies TV...

At the request of Dean Hudelson, the College Information Coordination Committee is making a thorough study of the potential role of television in the educational efforts of the College.

At its first meeting Monday, the committee named J. C. Hackleman as chairman and set up five major task forces to study various aspects of the TV problem.

Poultrymen Discuss Public Relations...

Members of the Grundy County Poultry Council went into a huddle with Field Editor Bob Jarnagin recently to discuss some of the public relations problems facing the poultry industry. Here's Bob's report:

"The Council wants to do something about the general lack of understanding on the part of many people about egg and broiler production, and to help interest more young people in the poultry industry as a good way to make a living. Poultrymen find it hard to expand their businesses because of a shortage of capable labor.

"One idea brought out in the meeting was for the Council to take the lead in creating a farm page weekly in the Morris Daily Herald supported by legitimate farm advertising to provide a good outlet for poultry information. Another idea expressed was to open membership in the Council to anyone in the county interested in poultry. Another was a county-wide chicken barbecue. Other ideas involved better use of the mass media of radio, county newspapers, county farm bureau publication and direct mail.

"Farm Adviser M. E. Tascher actively supports the work and activities of the Council to the extent of sending out notices of meetings, providing a meeting place in the Farm Bureau building and attending most of their sessions."

Second Newsletter Sent Out...

The second in the series of newsletters for prospective students of the College of Agriculture has been mailed. A copy of the letter is in this week's packet.

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

Where Do Farmers Get Information?...

Farm adviser Curt Eisenmayer of Henderson county has joined the ranks of advisers who have tried their hands at evaluating their information efforts.

In one of his recent meetings, with 52 farmers in attendance, Curt did a spot check to see how they heard about the meeting. Here are the results:

93 percent received a post-card notification.

53 percent read the announcement in a newspaper.

40 percent saw a poster in a business place in town.

33 percent heard about it from a neighbor.

14 percent heard about it on TV. (WHBF, Rock Island, and WOC, Davenport)

2.5 percent heard about it on radio. (WLS, Chicago, and WCAZ, Carthage)

Main reason Curt made the study was to see how many people noticed posters. He wanted to see if the time spent in making them was justified.

New Time for TV...

With spring fast on the way, the College's daily farm TV show on WCIA blossomed out last Monday with a new time and a new title.

"Farming Today" is now presented at 12:45 p.m. Monday through Friday.

We had many requests to change the time from advisers, extension specialists and farmers, who pointed out that the previous 5:30 p.m. spot conflicted with chores and was becoming too early as the days grew longer.

3-18-54

Still a Place for Radio...

In the past several months, radio has been somewhat overshadowed by television as an extension teaching method.

But extension soil conservationist Ernest Walker came in the other day with proof that radio is still very much alive. And furthermore Ernest believes that radio can still provide its users with powerful seven-league boots.

Ernest, who uses a "Farm Hour" spot on WILL each week to plug away on conservation, received a letter from a listener friend that read in part:

"On Washington's birthday I happened to be listening to the radio and recognized your voice. Your program with the Logan county home bureau women was a dandy!"

The letter was from a man. But the interesting part was that the man had heard the program sitting in his living room in Milwaukee--more than 200 miles north of WILL's twin transmitters on the South Farm.

The same tape-recorded interview was received with similar enthusiasm by listeners who heard it on the program of home adviser Mrs. Mabel Albrecht on WPRC, Lincoln.

Feed Conference...

Farm advisers will find in this week's packet a program and accompanying fill-in story on the Second Annual Illinois Feed and Nutrition Conference scheduled for April 14 here on the campus. This meeting, as you know, precedes Swine Growers' Day on April 15.

It Says Here... NEWS for and about the Counties

Extension Editorial Office   University of Illinois   College of Agriculture

Mats of New Administrators...

As you know, the University's Board of Trustees Saturday approved the appointments of Dr. Louis B. Howard as dean and director of the College of Agriculture; Dr. Tom S. Hamilton as associate director of the Illinois Agricultural Experiment Station, and Professor Harold W. (Hank) Hannah as associate dean of the College.

The story on the "anticipated" appointments was broken last week by the local papers and press associations. Our general story to all daily papers was released Saturday. This week we are mailing picture mats of each of the new administrators plus a brief biographical reference story on each to all daily newspapers in the state.

The mats, copies of the stories and a copy of the letter to editors are all included in this packet for farm advisers. You may want to use the material in your county publications.

Program for Swine Day...

Farm advisers will also find a copy of the program for Swine Growers' Day in this week's packet.

Power of the Press...

Forester Charlie Walters recently received a letter from a friend of his in Whitney Point, New York. That's not unusual, because Charlie has friends all over. The unusual part is that his friend enclosed a clipping from the WHITNEY POINT REPORTER which quoted our press release on Charlie's advice for buying treated fence posts from reputable dealers.

Rockford Salutes 4-H...

This is a little late, but we've wanted to mention the topnotch special 4-H edition put out by the ROCKFORD MORNING STAR on March 5. The 26-page special was filled with stories and pictures covering the 4-H activities in all counties in the Rockford trade area.

Speaking of Specials...

Many of you may have seen the 36-page spring farm editions of the ILLINOIS STATE REGISTER and the ILLINOIS STATE JOURNAL. These two excellent editions paid sincere tribute to central Illinois agriculture and to the research and extension activities of the University of Illinois College of Agriculture.

The strong, steady hand of Farm Adviser Ed Bay was evident throughout the pages.

The third special that's hit our desk is the 64-page annual spring farm edition of THE DAILY GAZETTE, published in Sterling. These pages, too, are packed with a combination of articles and pictures--some that report the accomplishments of agriculture and some that outline the contributions that agriculture can and will make in the future.

Late But Important...

Will county's Robert Anderson just sent in a copy of the 32-page special 4-H and farm edition of the JOLIET HERALD-NEWS. Another good job of teamwork between Extension and the press.

Add Glenn Garvin's name to the growing list of good psychologists.



Extension Editorial Office   University of Illinois   College of Agriculture

Road Survey of TV Antennas...

We think you will be interested in the attached tabulations of J. C. Hackleman's latest surveys on farm homes with outside television antennas.

As you know, "J. C." has been conducting an informal study of the number of farm homes with television sets. When he has the opportunity, he asks farmers attending his meetings to fill out a TV questionnaire. At the same time, he makes road counts of the visible outside antennas. These road counts, of course, cannot include homes with inside antennas.

A summary of the questionnaires returned by "J. C." and other specialists will be made soon, and we will give you the results.

Jack Kirby Promotes 4-H...

There is another enclosure in this week's packet that we think will interest all of you. It is a copy of a letter Winnebago county's assistant youth adviser, Jack Kirby, wrote to field editor Bob Jarnagin. In the letter, Jack tells about the extra efforts that went into this year's promotion of 4-H Club Week. And for those extra efforts Jack gets our first spring bouquet of violets.

See What You'll See...

St. Clair county's Charlie Glover recently spiced up his postcard invitation to his silage storage meeting with three drawings of storage methods--silo, trench and stack. He also promised that there would be pictures at the meeting as well as talk.

Rock Island Advisers Plan TV...

Farm and home advisers in the Rock Island area met recently at WHBF-TV to plan their series of TV programs for April through July. Producer-director George Koplow asked Illinois folks to assume responsibility for nine of the weeks; Iowa is taking the other seven.

Dates were scheduled and tentative topics assigned. The schedule calls for farm advisers to present the programs on the first three days of the week. Home advisers will take their turn on Thursday.

Whiteside county has been without a home adviser since last November. Home bureau members have presented the programs.

Mr. Koplow praised county folks for the work they are doing and said that experience is paying dividends in better selection of materials, better preparation and better presentation of programs.

Palladium Praise for Soils Work...

The PANA NEWS PALLADIUM recently paid tribute to the soils program being carried on by Christian county's C. S. Love. The paper carried a feature story with pictures on the work of the county soil-testing laboratory and the contributions being made by the lab to soil improvement in the area. Such stories demonstrate the excellent relationships Adviser Love has with his local papers.

4/1/54



Extension Editorial Office University of Illinois College of Agriculture

Radio Listening by Farmers...

Here's the complete text of a recent Associated Press release reporting on a DeKalb county farm radio listening survey:

"A radio listening survey in DeKalb county, Illinois, gives an idea of when farmers are up and about. It also tells, of course, when a lot of farm radio listening is done.

"The poll has been made by farm adviser Clifford Heaton of the DeKalb County Farm Bureau and by radio station executive George C. Biggar (president and general manager of WLBK, DeKalb).

"DeKalb county is a heavy cattle feeding and hog growing area, with dairy and general farming also of major importance. Thus by 5 a.m., more than 40 percent of the section's farmers are up and about--and listening to the radio.

"By 6:30 a.m. the total farm tune-in is more than 58 percent. By 7 a.m. more than 85 percent of the DeKalb county farmers have listened or are listening to the radio. By 8 a.m. the percentage has reached more than 91.

"Noon-time sees a wide seasonal variation in the times of return to work after dinner. The DeKalb county, Illinois survey shows the exodus to fields in spring and summer begins at 12:30 in almost 33 percent of the homes in the poll. By 12:45, 16 1/2 percent more have left the house again. And by 1 p.m. some 42 percent more have gone back to work. The total of 91 1/2 percent takes into account about 2 1/2 percent who had left before 12:30.

"But in autumn and winter, by 1 p.m. only some 13 1/2 percent of the DeKalb county farmers have left the warm house to do outside work. The big exodus begins at 1 p.m., when almost 48 percent go out. By 1:15, about 13 percent more have departed, and by 1:30 about 12 percent more. Between then and 2 p.m. the remaining few straggle out...or stay in the house...or just do not answer this kind of poll."

4-H Promotion Pays Off...

A well-planned and effective promotion campaign involving radio and circular letters succeeded in almost doubling the attendance (700) of this year's McDonough county 4-H rally over attendance (400) last year.

Assistant youth adviser Margaret Zimmerman sent letters to all boys and girls in the county over 10 years of age, inviting them to attend the rally and join a 4-H Club.

The publicity committee of the county 4-H Federation pitched in to make tape-recorded spot announcements which were used several times during the week on WKAI.

Third Letter to Prospective Students...

Enclosed in this week's packet is the third in the series of letters prepared by the associate dean's office for prospective students of the College of Agriculture. This letter deals with job opportunities and salaries for College of Agriculture graduates.

4-8-54



Extension Editorial Office   University of Illinois   College of Agriculture

Hertz Invites Radio Cooperation...

With Vermilion county's Orin Hertz as co-host, radio station WITY, Danville, held a luncheon meeting for Illinois and Indiana area farm advisers last Saturday. The double purpose was to get acquainted and to explore ways and means of getting more farm news out to farm families via radio.

Benton, Warren, Vermilion, and Fountain counties were represented from Indiana. Adviser McKenzie, Edgar; Assistant Adviser Mosser, Iroquois; and Hertz, Vermilion, represented Illinois. Murray and Read were on hand from the Illinois editorial office, while Horace Tyler attended from Purdue.

For the time being, the emphasis will be placed on the regular and systematic reporting of county farm news. The station plans to furnish each cooperating adviser with easy-to-use report forms and addressed envelopes. Advisers will be asked to report on important events coming up in the county, surveys of the current farm operations progress, timely topics, and news about farm families.

Ford, Douglas, Kankakee, Livingston, and Champaign counties will also be invited to send in farm news.

WHBF-TV Cancels TV Series...

Summer program changes have made it necessary for Rock Island's WHBF-TV to cancel the series of farm and home adviser television programs on the station for the summer. The station intends to resume the series in the fall.

More 4-H Special Editions...

Last week we received a copy of another newspaper special edition devoted to 4-H Club work. The DIXON EVENING TELEGRAPH issued a 20-page tabloid edition reporting the accomplishments of 4-H members in the Dixon area and telling about 4-H work in general.

Our thanks go to Assistant Farm Adviser Arthur Seeds for letting us see a copy.

For the Attention of Editors...

Up in Ogle county, Farm Adviser George Perisho has added a farm scene sketch on the envelopes that carry his farm news to the local newspapers and radio stations. The sketch shows a farmstead with a farmer in the foreground, and the heading reads "Farm News For You." We think the sketch will catch the eye of the editor. And more of George's news will get into the papers and on the air.

For Those Who Weren't There...

When Knox county Farm Adviser A. R. Kemp holds a tour, he hopes all farmers in the county can attend. But since he knows that many of them won't be able to be there, he makes sure a reporter is on hand for a complete follow-up story on who saw what, where and when.

Latest evidence of this good planning appeared in the recent issue of the Galesburg REGISTER-MAIL. This cooperating newspaper devoted a quarter of a page to Kemp's spring livestock tour.

4/15/54



Extension Editorial Office University of Illinois College of Agriculture

More on 4-H Promotion...

We've received additional word about National 4-H Week promotion. Mrs. James C. Graham, publicity chairman, Christian County Home Bureau, writes that a series of six stories, one for each day of National Week, made the front page of the TAYLORVILLE BREEZE COURIER. According to Mrs. Graham, this success was due to the splendid cooperation of the editor and the help of at least a dozen other folks interested in telling the 4-H story. Mrs. Graham has plans under way to highlight all district training schools for 4-H leaders scheduled for her area of the state.

Cooperation in Marshall-Putnam Counties...

Home Adviser Hazel Barackman, Marshall-Putnam counties, sent us proof positive of the kind of cooperation she receives from the HENRY NEWS-REPUBLICAN. The clippings consisted of Miss Barackman's regular column on home bureau news, including articles on new groups organized, club leaders elected, and meetings scheduled.

4-H and Farm Safety...

From Vermilion county, Assistant Farm Adviser Boyd Lahr sent examples of how the farm editor of the DANVILLE COMMERCIAL NEWS cooperated in tying fire prevention and farm safety in with the 4-H work in the county. A five-column banner head-line stated that "COUNTY 4-H CLUB MEMBERS ENROLL IN 1954 FIRE PREVENTION ACTIVITY." A picture accompanying the article showed two 4-H Club members cleaning up their home farmstead as a step toward fire prevention. Another article outlined the work the 4-H Club members were doing to prevent accidents resulting from farm machinery.

Points by Poynter...

As we have said before, one of the main purposes of a regular column is to get folks in your county to know you. We have suggested a catchy column heading and the advisability of including a photograph. Farm Adviser Ralph Poynter in Kendall county has done just that with his regular newspaper column which is headed "Points by Poynter" and a subheading which reads "From the Desk of Ralph B. Poynter, Kendall County Farm Adviser. And looking right at you is a picture so that you will know him when you meet him on the street.

News From Home Readers...

This may have been going on for some time, but we just recently saw a copy of Mrs. Louise C. Clifton's regular weekly service of "Homemakers News" for local papers in Iroquois county.

Here are the headings of some of the items covered in a recent week's issue: CERAMICS TRAINING SCHOOL POSTPONED, DON'T OVERLOAD YOUR WASHER, DETAILS ON SEWING FIBERGLAS, MRS. WILMA RUST NAMED ASSISTANT HOME ADVISER, and SCHEDULE OF TELEVISION FEATURES ON WCIA.

4/22/54



Extension Editorial Office University of Illinois College of Agriculture

List of Events Enclosed...

Enclosed in this week's packet for each farm and home adviser and assistant is a copy of the 1954 listing of "Conferences, Short Courses and Tours" to be conducted by the College of Agriculture.

TV Shows This Week...

For those of you with TV sets, here's a reminder of the topics scheduled for this week's series of College of Agriculture TV shows on WCIA, Channel 3.

On Monday, May 3, dairyman Karl Gardner will present timely information on feeding dairy calves. Horticulturist Dwight Powell takes over on Tuesday with a show on fruit diseases. The topic for Wednesday is bloat prevention, with Dr. Hardenbrook. On Thursday, Gordon Cunningham steps before the cameras with a special feature on forestry. And the week closes on Friday with Pete Petty giving the lowdown on clover insects.

This looks like an excellent array of topics and talent. If you can catch any of the shows, we would appreciate your candid comments.

"TV And The County Agent"...

"I am not suggesting that our agents pile television on top of everything they are doing. They will no doubt have to discontinue some of the help they are giving us on crop production, because it takes time to plan and put on a good television show." So speaks a New York state farmer in April issue of Agricultural Leaders' Digest. Take a look at his observations on page 30.

Livingston County Accepts Challenge...

The stimulating challenge offered by editor George McLean during Farm and Home Week has been accepted by Paul Wilson and his cooperators in Livingston county.

In a four-page, newspaper-size "Open Letter to the People of Livingston County," a stirring invitation has been issued to every person who would like to help "INCREASE FARM INCOME 50 PERCENT." The invitation was extended by the Steering Committee for a Livingston County Development Program.

In the initial announcement, the committee stated, "Cooperation is the secret of success. The businessmen alone cannot reach the high goal we want. The farmer needs backing. The Extension people cannot carry the ball by themselves. We must cooperate for improvement.'

The bold new plan was kicked off last week when editor McLean spoke at the annual meeting of the Livestock Boosters and reviewed the success of the nationally known "Tupelo Plan." We have asked Paul to give us a report of that meeting and to outline the action program to be followed in Livingston county. We will pass the information along to you.

Editorial Candidate--1974...

Editor Bob Jarnagin checked out an extra typewriter ribbon this week. He plans to introduce his new son into the joys of editorial production. Son Steven was born Monday morning, April 19, and still doesn't know how to spell--a sure sign of journalistic tendencies.



Extension Editorial Office University of Illinois College of Agriculture

Lee county recently staged its annual Rural Youth enrollment drive. The advance promotion was highlighted with an attractive three-fold leaflet that effectively accomplished three purposes: (1) Extended a cordial invitation to all rural young people to join the Rural Youth organization, (2) briefly explained membership requirements, objectives and activities, and (3) supplied an easy-to-use enrollment form.

We received our copy from Assistant Farm Adviser Arthur W. Seeds. If any of you would like to take a look at the leaflet with the idea of possibly adapting it to your county, we would guess that Arthur would be glad to send you a copy.

Kinescope on Quincy TV...

Another milestone in extension television was passed last week with the showing of a kinescope film on Quincy station KHQA.

This was the first showing of one of our kinescopes on a station other than WCIA, which carries the College's regular daily program.

The show featured extension entomologist Pete Petty with tips on controlling roaches. At the end of the film, Pete offered to send additional information to anyone who was interested.

Many Quincy-area people took him up on the offer, including one harried viewer in Mexico, Missouri, who scribbled: "Please rush the recommendations. We have the same kind of roaches here that you have in Illinois!"

5/6/54

TV Farm Programs Wanted...

And while there are staff, budget and technical problems standing in the way of increased TV programs and services, the demand for such services increases.

Here is a letter of inquiry from Farm Adviser Myron G. Smith, Winnebago county:

"Station WREX-TV is now interested in having some time devoted to a farm program on a weekly basis. I am wondering whether the University will be making films available of the programs which are being put on over WCIA, Champaign. I fully believe that most of the programs should be produced at the local level, but that some of the programs which are now being produced by University personnel for general application throughout the state could be used beneficially at the various TV stations in the state.

"There are times when we invite extension personnel into the county and give them between 15 and 30 minutes on a program to discuss one subject. I would recommend that better use of the personnel could be made if such subjects were put on film, or some other devices that can be used on the TV stations on their programs."

Myron indicates in his last paragraph that his suggestion probably has been made by others, and it has been. Both farm advisers and specialists have asked about the possibilities for increased use of TV kinescope films for use on TV stations and at meetings. Steps are being taken in that direction.



Extension Editorial Office University of Illinois College of Agriculture

Clippings From Cutright...

Clinton Cutright's Effingham County Poultry and Egg Improvement Association is proudly claiming a "First of Its Kind in Illinois" title for the Egg Breakfast held May 15 in connection with the Effingham Centennial.

If you've heard about it, it's been no accident. With extension-supporting Marge Schuch of the Effingham Daily News as publicity chairman, word got around.

In connection with the centennial, Clint shows himself a man who can recognize a good publicity stunt, even if he modestly disclaims credit for originating it. He wrote to a county agent in each of the other 47 states for a pound of dirt to be placed around a tree on the grounds of the new hospital that was being dedicated. On last report, 45 states had sent dirt.

Cross Reference Promotion...

H. H. Fulkerson, Williamson county, uses radio and lots of it. We're impressed with a little promotion gadget the station is using, which shows it values Hugh's program.

Hugh has a 5-minute program each day at 5:30 a.m. which he tape-records once a week. Each week the state carries an ad on Hugh's farm page with his picture and the list of topics he'll cover during the week.

In addition to his daily program over the Herrin station, Hugh has a farm page, including a column every week in the Marion paper.

5/20/54

Advisers On The Air...

Five farm advisers are sharing 11:50 to 12:00 daily on Station WVLN, Olney. Ed Barnes, Richland, is on two times a week. He's had a Saturday broadcast on the station ever since it opened more than three years ago. Others sharing the time are H. V. Deffenbaugh, Crawford; Hugh Livesay, Lawrence; Chuck Turner, Edwards; and R. E. Apple, Jasper. Mike Sager, Clay, is thinking of joining the group. He'll relieve Ed of one of his days. They've been on the air since last August, and plans are under way for more promotion of the program, both by the station and by the farm advisers.

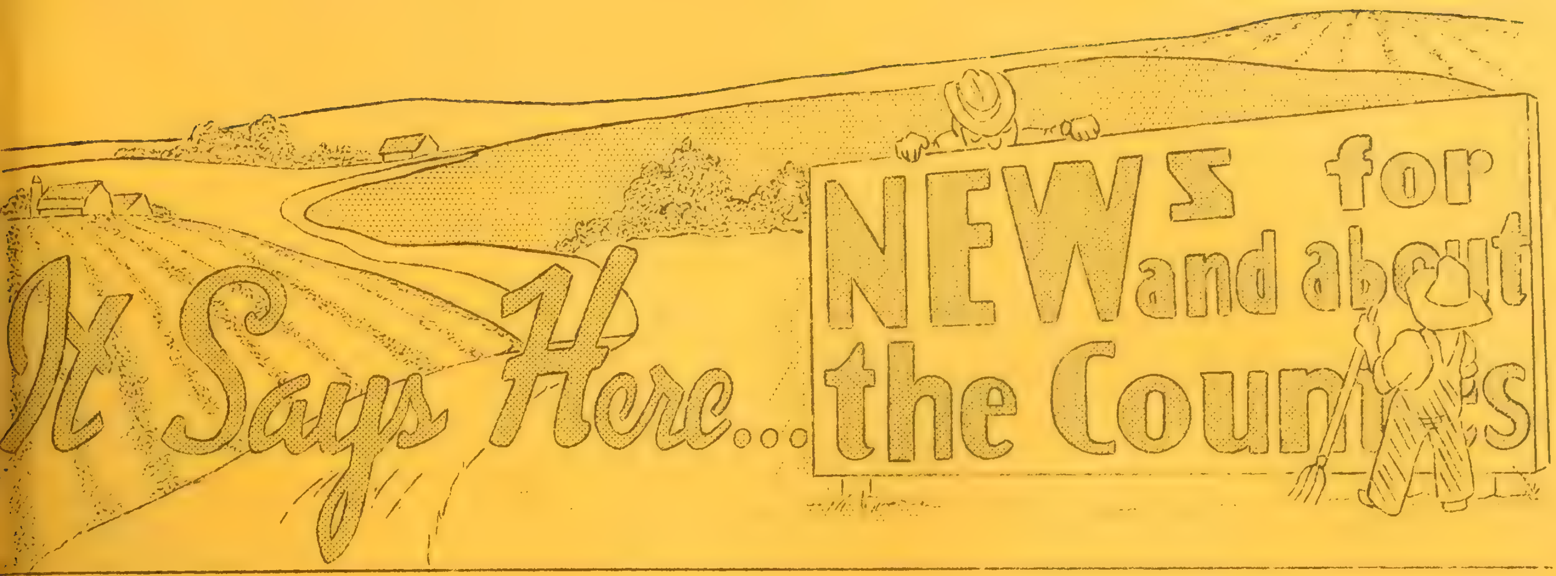
All farm advisers are equipped with tape recorders, and the tapes, which are frankable, are mailed both ways.

Field Editor McDermott, Supervisor Murphy, and Station Manager Marshall Poole met with the group not long ago to talk over some improvements in the program.

New Caps for Columns...

We supplied a couple of farm advisers with some new art work for their column headings recently. Chuck Turner, new farm adviser in Edwards county, has joined the ranks of column authors. And Bert Sinclair, Clinton county, will soon be writing under a new and fancier heading. Each heading contains a picture of the author.

Don't let our enthusiasm for a column lead you to think a column is all the news service you need. It's not. But a good column can be written so easily by an extension worker.



Extension Editorial Office University of Illinois College of Agriculture

Relationships With Editors...

In his letter last week (No. 243), Dr. Kammlade reported on the visit of four newspaper publishers. As he stated, the men were sincerely concerned about what seemed to them to be "favoritism" in the reporting of local farm news by farm advisers in some counties.

While obviously there are always two sides to most issues, there's little to be gained by debating the merit or lack of merit in the concerns expressed by the publishers. It is unfortunate that any concern is expressed at all.

Several years ago we discussed with you our ideas on a "6-Point County Information Program." You'll remember that we stressed these points:

1. Know your editors.
2. Establish a regular weekly news service for all papers and radio stations in the country.
3. Consider a personal column as a part of your regular news service.
4. Make use of radio (and television) if facilities are available.
5. Increase your use of illustrated circular letters and other visual aids.
6. Improve county publications.

Of those six points, the first is by far the most important. By knowing your editors well, you will avoid most cases of misunderstanding.

Once you know them, be of service to them and they will be of service to you in turn.

5/27/54

The Case for Public Information...

Also in his letter last week Dr. Kammlade stated: "Material written for the press by farm advisers must be made available to all publications in the county." We are sure he also meant to include other public information outlets. That's about as specific a statement of policy as it is possible to make. Last January we stated it this way:

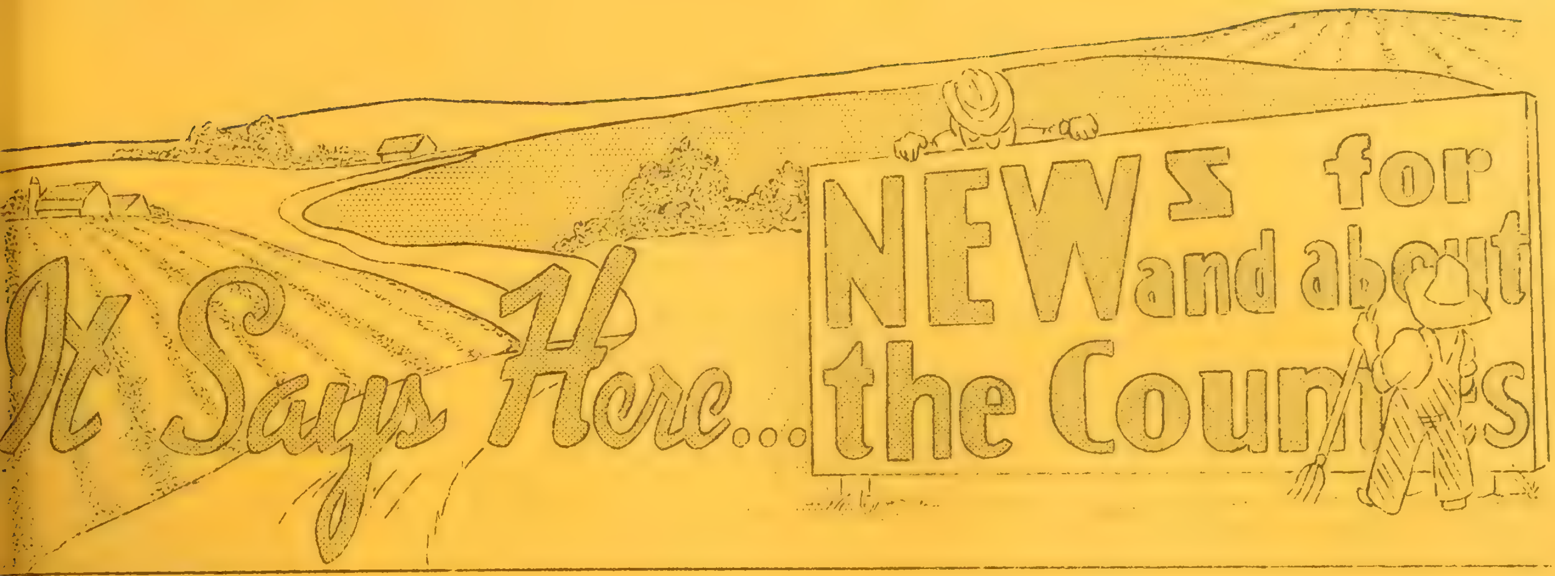
1. Extension information is <u>public</u> information.

2. Since it iis public information, no restriction should be placed on its use in any newspaper or other publication that is printed in the public interest.

3. County farm and home advisers, as sources of much extension information, should regard that information is being equally available to all news outlets. The same attitude applies to any other source of extension information.

4. The county farm bureau or any other organization has the right to buy advertising or editorial space in any publication that it wishes, but in no instance should extension information be restricted solely and exclusively to that purchased space without the opportunity being given for its free use by any other publication.

5. County advisers have the right to furnish information in a particular form exclusively to a single publication so long as the information itself is made available to all other outlets that wish to use it.



Extension Editorial Office   University of Illinois   College of Agriculture

Anna Glover to Retire...

Many of you know that Anna C. Glover, associate professor and publications editor of the College of Agriculture, will retire on September 1. At that time she will have completed 44 years of outstanding public service. The enviable excellence of Illinois' agriculture publications is a tribute to her accomplishments.

In reporting on Miss Glover's plans for retirement recently, Dean Robert R. Hudelson said this:

"Miss Glover's career is unique in length of service to a single institution and in steady devotion to the highest ideals, combined with an unusual ability to work effectively with many authors of varied temperaments. It is not an easy task to edit material for members of an academic faculty who, in many cases, feel that they know not only the facts and principles which they wish to publish, but exactly how the facts should be expressed in terms of editorial excellence.

"Not only has Miss Glover been unusually successful in securing good cooperation with the large staff which has authored materials in the broad fields of agriculture and home economics. She has also shown excellent judgment about economy and efficiency in making decisions about the size and circulation of publications. In every way she has served the University of Illinois loyally and effectively throughout her career."

6/3/54

Student Journalist Wants Job...

We need help. An agricultural journalism student who'll be a junior next fall would like to work on a newspaper or for a radio station this summer. If you think one of your good friends in the field would be interested in this fellow, we would certainly appreciate it if you would check and let us know.

The Pearl of Public Relations...

Farm Adviser Russ Apple has demonstrated that his relationships with editors are good.

Editor M. C. Page of The Newton Mentor Democrat in a humorous column called "Along the Ambraw" spins quite a yarn about his and Apple's exploits.

Russ and the editor had been traditional guests at the Annual Fox Soup supper in a farm community.

Because of the scarcity of foxes last year, there was no supper. No foxes--no bounty money.

They wanted to use oysters, but with no bounty money, no oysters. So Russ and the editor "offered" to buy the oysters. Their offer was accepted, but they talked the supper givers into cutting down on the number of oysters.

The editor says, "I gorged myself with a half-gallon of this stew, watching closely for an oyster and never found one until I got down to where I could see bottom. There I saw him nestling among the soaked crackers looking quite as natural as life, and about half as big. I didn't have the heart to disturb him and gently pushed the bowl away. My faith in these good people was restored. It WAS oyster soup."



Extension Editorial Office University of Illinois College of Agriculture

A New Hat for Coverage...

For the farm adviser who does the best job of "covering" the Summer Conference in his county papers, we'll buy a new hat to "cover" his hard-working head.

Now that's a sporting proposition, and here are the details and the rules and regulations.

By the time you read this you will have returned from your Summer Conference. You will have looked at, seen and heard some of the latest information about the research work of the College of Agriculture. There will have been reports on bugs, beans and beef--and good ones. You should have a pocketful of notes and a headful of ideas.

All you need to do is to write out, typewrite or dictate a series of stories and reports on the conference for your county papers and radio stations.

You are probably doing all this anyway, so there is just one final step if you want to be in the running for a new hat--summer or fall variety of your choice.

The supervisory staff, Dr. "Bill," and the staff of the extension editorial office are digging down in their pockets for the price of a new hat for the farm adviser who does the best job of reporting the conference when he gets back home.

So, to compete for that new hat, send copies of your releases, plus clippings if you have them, to Francis Longmire, chairman of the new hat committee. He and his associate committee member will judge the entries and select the winner. In case of a tie, duplicate hats will be awarded. The deadline for entries is Friday, June 25.

Advice for Effective Television...

The Chicago Daily News recently carried a story quoting some advice from Dr. Norbert Hruby on how to do effective educational programs on television. Here are some quotes from that story:

"First, be visual. If a program is equally effective without the picture, it isn't television. It's only radio with cameras.

"Second, be educational. Violated standards betray an educator's trust and compromise an audience.

"Third, be necessary. If commercial television is already fulfilling the need served by a program, then turn to all the pressing needs not now being fulfilled.

"Fourth, be crisp. An educator has no right to be dull.

"Commercial television, which must make money, must scale the intellectual level of programs to the lowest common denominator to reach the largest possible audience. The result is intellectual mediocrity.

"Educational television, on the other hand, will be privileged to beam some of its programs to the neglected minority which constitute segments of the public too small to interest a sponsor.

"Thus educational television will be able to reach everyone in the community at least some of the time instead of a fixed fraction of the community all of the time.

"Educational television in short can afford the luxury of being noncommercial."

6-10-54

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

Farm Safety Week Information...

As most of you know, Farm Safety Week is set for July 25-31 this year. Local, state and national attention will be focused on the problem of reducing the alarming number of accidents on the farm and in the home.

Farm safety specialist Gordon McCleary has prepared a special packet of safety information, and a set is included in this week's mailing to all farm and home advisers. Gordon suggests that you check the material soon so that you can order films and other program helps you may want.

New Hat--June 25 Deadline...

Just a reminder: The deadline for entries in the summer conference coverage competition is Friday, June 25. Send copies of your coverage stories, columns and pictures to Francis Longmire, chairman of the judging committee. If you have clippings or tear sheets, send them too.

A new hat goes to the man who does the best coverage job.

Picture Orders...

More than 60 counties asked for prints of pictures taken during the conference, with a total of 143 prints ordered. The pictures were in the mail last Tuesday evening. If you like the idea of a picture coverage service, we will try it again at other events.

Where Farmers Get Information...

The Broome County Extension Service of New York State recently conducted a study to find out where county farmers get information to help them in farming.

Extension Editor Bill Ward of Cornell sent the results of the study to us with a covering letter.

We thought you would be interested in the findings, so we are enclosing a copy of Bill's letter along with the table of results.

TV Series Ends July 2...

Short staff plus a number of other factors will make it necessary for the College of Agriculture to discontinue the series of daily TV shows on WCIA, at least for the summer months.

The last show will be on July 2, which is the end of the second 13-week series produced by the College.

This six months' experience in daily television production has been invaluable for both the editorial staff and the persons who appeared on the shows.

At the present time a committee of the College of Agriculture is preparing a report for the Executive Committee which will outline recommendations for future TV development.

One More Change...

Since 1948 the editorial office has maintained a service of daily releases for daily papers and radio stations. Starting Friday of this week, it will be necessary for us to limit this service to one mailing each week.



Extension Editorial Office University of Illinois College of Agriculture

Extension and the Farm Press...

Lester A. Schlup is director of the Division of Information Programs for the Extension Service in Washington. One of the important contributions of his office is to keep state editorial offices informed on current information developments.

Recently Les reported some interesting information on Extension's use of farm magazines:

"To what extent is Extension using farm magazines as a communication channel? Some idea can be gleaned from an unpublished, informal study, carried out by Amy Cowing of the Division of Extension Research and Training, of 18 different farm magazines published in all sections of the country. In examining 110 issues, she found 4,085 pieces of information which evidently came from Extension or other USDA sources. Over 56 percent of these were suggested or prepared by Extension workers. Information from Extension, in some magazines, made up as much as three-fourths of a single issue, and one magazine ran 105 columns."

WGN Tape Records New Knowledge...

Norm Kraeft, WGN's farm program director, was on campus recently. When he headed back to Chicago, he carried with him 53 tape-recorded interviews with specialists from every department of the College. Such a one-day production schedule is a tribute to the cooperative spirit of the College of Agriculture staff.

6-24-54

New Faces From New Places...

There are some editorial office introductions that are long overdue.

Mrs. Anne (Retzer) Radovich, who has been an assistant extension editor for home economics, is leaving the fold to be with her husband on his new job in St. Louis. Her place will be taken by Mrs. Zoe Berry, who joined the staff last fall as an editorial assistant.

Assisting Jessie and Zoe with the home economics editorial chores is Annelie Scheffler, formerly from Berchtesgarden, Germany, who will serve as a half-time editorial assistant until she completes her college work.

Giving us a helping hand this summer before entering graduate work this fall is Veryl Fritz, who graduated in agricultural journalism from Iowa State College and then spent two years in Korea.

New Hat Entries Coming In...

New Hat committee chairman Francis Longmire reports that entries are coming in fast on the summer conference coverage project. Truman May, Kenneth Imig, and John McCue were the first ones under the wire. A hundred entries are expected by the Friday deadline.

Start Production on TV Series...

The first in the series of 13 half-hour College of Agriculture TV kinescope productions is scheduled to go on film this coming Friday. As you know, this series of programs is being partially financed by the National Association of Educational Broadcasters through a grant from the Ford Foundation.



Extension Editorial Office University of Illinois College of Agriculture

Banner Becomes Byliner...

Latest to join the ranks of byline column writers is Scott county's M. H. Banner.

In a note last week, Banner reported, "It now appears that I'll join the unhappy ranks of those who write regular columns in local weeklies. The two papers here like the idea, and I know it will be a more effective job than I've done in the past, with the hit-or-miss method."

Banner doesn't mean it, of course, when he says he is going to join the "unhappy" ranks of column writers. It is our observation that farm and home advisers who write columns are among the most happy people in the world.

They have the pleasure of knowing that their comments and advice are being spread to the four corners of the county.

Strange as it may seem at first, they get a satisfaction out of meeting a deadline.

They sharpen their sense of observation

Our ego was inflated when we were asked for advice on this business of column writing. So we were foolish enough to try to give some.

The one point we wanted most to make was that a column should never be considered the entire county news service. Rather, it should be one important part of the news service.

Good luck to you, columnist Banner.

Who's next?

The Value of Farm Television...

This report indicates how important the farm television audience and market are becoming.

"Telenews Productions, New York, has announced the release of a new, 15-minute weekly TV filmed series, FARM REPORT. It reported considerable sponsor interest at the price tag of $4,000 a week for network presentation."

Princeton Films, Inc., of Princeton, New Jersey, is also planning to issue a weekly 15-minute farm show for nationwide distribution.

How to Promote Meetings...

Michael Lynch, of the visual aids staff at Pennsylvania State University, reports on a study of 80 county agents to determine the best ways of motivating people to attend extension meetings.

In order of effectiveness, the agents reported circular letters, news stories, farm visits, radio, local leaders, telephone, other meetings, and television.

Lynch also asked agents to name the best way to maintain interest at a meeting. The agents named these methods in order of effectiveness: Illustrated talk, discussion by all, entertaining, and educational lecture, and panel discussion.

One of the most important documents of communication was the Declaration of Independence.

7-1-54



Extension Editorial Office   University of Illinois   College of Agriculture

Training in Agricultural Journalism...

Starting this fall, students attending the University of Illinois can enroll in a planned program of training in agricultural journalism. And there is a need to let prospective students know about this training program.

Under one option, students can enroll in the College of Agriculture and take a minor in journalism in the School of Journalism.

Under the second option, students enroll in the school of Journalism and take a minor in agriculture in the College of Agriculture.

Regardless of the option followed by the student, the training program is similar. Ken McDermott of this staff will serve as advisor for all students enrolled in the program.

The demand for college graduates who are well-trained in agriculture and journalism is steadily increasing. This demand is coming from farm magazines and journals, daily newspapers, radio and television stations, advertising agencies, and agricultural industries.

Most high school graduates are not familiar with the job opportunities in this field or the possibilities for training. During "Agriculture Student Guest Day" last week, we handed out a brief outline of this new training program. Two copies of this outline are in this week's packet for each farm adviser. You may want to hand one of them to some young man who is interested in the field.

By September 1, we hope to print a more detailed bulletin on this new training program.

KSTM-TV Plans Rural TV Show...

Station KSTM-TV, St. Louis, has started the wheels in motion to line up a weekly farm and home TV show through the cooperation of area county extension workers.

St. Clair county's Charles Glover represented Illinois at a "first" meeting last week. Three Missouri counties and the Missouri editorial office also attended the meeting.

Tentative plans call for a program each Sunday afternoon at 3:00 p.m.

Farm and home advisers in St. Clair, Madison and Monroe counties in Illinois will be asked to participate along with the three Missouri counties.

Additional planning for this program will be done at a meeting in the KSTM-TV studios tentatively planned for July 22.

Agricultural College Editors Meet...

Most of the crew from this office will leave Sunday morning for Michigan State and the annual meeting of the American Association of Agricultural College Editors. The sessions will run through Thursday morning. Starting Thursday morning will be the National Conference on Agricultural Communications in the same setting. Associate Director Kammlade and editor Read will attend this conference which continues through Monday, July 19.

7/6/54



Extension Editorial Office University of Illinois College of Agriculture

A Bouquet for Newspapers...

Here's an item from Ralph Broom's weekly newspaper column which speaks for itself. So we will let it speak:

"Let me pin a bouquet on the management of the local papers for being so generous with their space for my column. This provides a top medium for me to convey to you farmers some of the things which may help you. For example, if you will check your grasshopper population in your fence rows now, you may save a lot of crops and a lot of field spraying. How better could I have told you than through your home-town paper? Thank you, Mr. Editor, and I shall appreciate your continued cooperation, and I believe that goes for our farmers also."

There are few editors who will fail to print that item.

Chris Crosses Column Line...

Franklin county's "Chris" Christenson has crossed over the line from the side of those who don't write weekly columns to the side of those who do.

Ken McDermott suggested the move when he visited the county a couple of weeks ago, and Chris decided to give it a try.

His first column starts out, "Through this column, I would like to visit with you for a few minutes each week." And that is exactly what a column is designed to do.

Who's next?

7-15-54

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

College Editors Plan Future...

More than 200 agricultural college editors were at Michigan State College last week for the annual meeting of the American Association of Agricultural College Editors. Also on hand were nearly 100 representatives from magazines, radio, and television stations, farm organizations and agricultural industries.

During the week the editors repeatedly asked themselves this question: "How can we do better?"

How can we do better in serving the newspapers of the state? The radio stations? Farm magazines? How can we do a better job of using television? Publications? How can we do better in developing programs and services for county extension workers?

While no blueprints were prepared to solve all of the problems, there was general agreement that improvements could be made.

Conference on Communications...

The first National Conference on Agricultural Communications was held immediately after the AAACE meeting. Administrators and editors from all 48 states were present.

The tentative final report of the conference outlined the need for greater coordination of communications work in each of the colleges. Need was also expressed for more emphasis on communications research and for more attention to the job of communications training.

Glover Makes TV Debut...

St. Clair county's Charles Glover reports that he has made his debut on television. Station WTMV, Channel 54, in Belleville, has started a daily 15-minute farm show called "Through the Barn Door." The show is aired between 7:45 and 8:00 each evening, which should be a perfect time to catch the farm audience.

Planning Meeting for KSTM-TV...

Plans will be completed Thursday for the cooperative series of farm and home TV shows on KSTM-TV in St. Louis. As previously reported, three counties in Missouri will be working with St. Clair, Madison and Monroe counties in Illinois.

County extension workers from these six counties, along with representatives from the Missouri and Illinois editorial offices, will meet in St. Louis Thursday to outline the topics for these shows for the next two or three months.

Newspaper Support for Extension...

The Henry Republican has been added to our special list of newspapers which go all out in support of extension programs and activities. Marshall-Putnam Home Adviser Hazel Barackman recently sent us clippings from that paper as positive evidence of cooperation.

Cooperation, of course, is a two-way street, so part of the credit for good newspaper relationships must go to Hazel.



Extension Editorial Office University of Illinois College of Agriculture

Wilson Wins the NEW HAT...

Paul T. Wilson, information-minded farm adviser from Livingston county, today was named winner of the "New-Hat-for-Best Coverage–of–Summer–Conference–for–Farm Advisers" contest.

This announcement was made by Francis Longmire, chairman of the New Hat contest judging committee.

Wilson will be presented with his new hat during special presentation ceremonies at the time of the Fall Conference of Extension Workers.

Because of the general excellence of all entries, the contest committee voted to award a new cap (baseball) to hustling Hugh Fulkerson, Williamson county. Hugh's entry was barely nosed out in the home stretch by the Wilson pages.

Nine entries tied for third place, and these nine farm advisers will receive certificates of honorable mention at the fall presentation program. These men are John McCue, Douglas; Earl Peterson, Montgomery; Kenneth Imig, Iroquois; Truman May, Madison; L. B. Kimmel, Saline; Lyle Kerley, Kane; W. B. Bunn, Champaign; Howard Tolley, Marshall-Putnam; and Charles Glover, St. Clair.

The contest committee agreed that on the basis of all entries in the contest the summer conference was probably the best covered conference ever held. The committee also agreed that after the fall conference Paul Wilson will be the best covered farm adviser in the state.

Turner Informs His Cooperators...

Fayette county's J. B. Turner sincerely believes in keeping all of his extension cooperators fully informed on problems facing county farmers.

He recently wrote a newspaper column covering the drouth situation. Because of the urgency of the problem, he sent advance copies of the column to all implement dealers, elevator operators, fertilizer dealers and bankers in the county. Advance copies also went to all 20 directors of the county farm bureau.

We think you will be interested in J. B.'s letter to all of these people:

"Today as I write to you many Fayette county farmers have suffered losses by hail and hot weather. I have information that may help them in salvaging some feed from their damaged corn field or may help them decide whether to let their corn stand and take a chance of recovery.

"Since our county papers will not be received by farmers until Thursday and Friday, and since my mailing list does not reach all farmers in Fayette county, I am sending you a newspaper release, which will appear in our county papers this week.

"Knowing that you contact farmers daily in your place of business, I thought you would like to have this information in discussing our present situation."

7/29/54



Extension Editorial Office University of Illinois College of Agriculture

Where Farmers Get Information...

Eugene A. Wilkening, associate professor of rural sociology at the University of Wisconsin, has just published the results of a research study on "Adoption of Improved Farm Practices as Related to Family Factors."

One section of his report summarizes his findings on "where information is obtained about new practices." You may be interested in these excerpts:

"One of the mass media (farm magazine, radio program or newspaper) was given most frequently as the type of contact for information about new things in farming. About two-fifths of all contacts reported were of this type. One of the agricultural agencies was given next most frequently; and other farmers, third.

"Of the specific contacts, farm magazines and other farmers were given most frequently. The composed one-half of the total contacts reported.

"Farm magazines stand out as the contact given as the MOST IMPORTANT source of information about new things in farming by the Sauk county sample of farm owners. Almost half gave farm magazines the first response on the question. Other farmers and county agents were the only other contacts given by more than 10 percent of the sample farmers in the first response as the source of most of their information about new things in farming.

"Other farmers stand out as the contact given most frequently as the second response...."

Wilkening (cont.)...

". . .There is evidence that the educational agencies are relatively more influential in the early stages of adoption of improved farm practices and other farmers are relatively more influential in the later stages. The mass media are influential in all stages.

"High adoption of improved farm practices is associated with high adoption of housing and home equipment items and of other selected home practices. Likewise, low adoption of farm practices is associated with low adoption of these family living practices.

"Operators having had one or more children in farm projects (4-H, vocational agriculture, or individual) had adopted significantly more of the eighteen improved farm practices than had those with no children in such projects.

"High value placed upon education for children is positively associated with the adoption of improved farm practices.

"High value placed upon owning one's farm free of debt in comparison with other goals is negatively associated with the adoption of improved farm practices.

"Formal social participation of the families interviewed is positively associated with the adoption of improved practices on their farms. Participation in farm organizations is most highly associated with the adoption of improved farm practices."

8/5/54



Extension Editorial Office   University of Illinois   College of Agriculture

Market News for Farmers...

Last week we reported Eugene Wilkening's study on the adoption of farm practices in Wisconsin.

Recently Iowa State College completed a study of farmer readership and preference of newspaper market news. We thought you would be interested in some of the findings from the Iowa study.

"About 49 percent of the farmers operating Iowa's farms read day-to-day market reports before selling at least one of the top six Iowa cash farm income crops in 1948.

"About 51 percent of the farmers selling hogs read newspaper hog market news regularly before making their last sales. About 40 percent of the farmers selling either corn, cattle or soybeans read day-to-day newspaper market news for those commodities when selling each of those products.

"Farmers selling hogs and cattle paid closest attention to market news of the interior packing plants and the large terminal markets for those products. Farmers selling grain wanted their grain reports to cover the nearby local points and the large terminal markets. Those who sold cream or eggs said the cream and egg market news they paid most attention to covered their own local conditions.

"Farmers wanted more information on the grades of products they sold."

The survey showed that 89 percent of the farmers received at least one daily newspaper, while 64 percent received at least one weekly newspaper.

8-12-54

The Barber Shop Channel...

Recently a Tennessee county agent took all the barbers in the county on a tour of farms where he had some interesting programs developing. The idea: To enlist their aid in getting people interested more deeply in what's going on in the county.

Truman May Honored...

The good people of Madison county paid tribute recently to colleague Truman May for his 25 years of service as their farm adviser. And those who read about the dinner honoring Truman didn't have to look far to see what kind of services he had given the county. The tribute story rated first-page attention, but getting even bigger play on the front page was Truman's survey report on the drouth situation in the county.

Here are the leads from each story.

"Present and former officials of the Madison County Farm Bureau, together with their wives and special guests, honored Truman W. May with a surprise chicken dinner last Tuesday night at St. John's Methodist church in Edwardsville in celebration of his 25th anniversary as Madison county farm adviser."

"A new all-time high temperature of 112.3 degrees last Wednesday, coming on the heels of 109 on Monday and 105 on Tuesday, caused a $4,000,000 loss to Madison county farmers and dairymen last week according to County Farm Adviser Truman W. May."

Truman has done an outstanding job of keeping on top of the drouth situation in his section of the state.



Extension Editorial Office University of Illinois College of Agriculture

Pierson Thanks His Editors...

A couple of weeks ago we mentioned that a deserved "thank you" is one important aspect of good public relations. Bond county's Sture B. Pierson believes the same thing. Here's a recent item that appeared in his regular newspaper column:

"This is a fine opportunity to thank the three county newspapers for their printing of timely farm news. It is encouraging when fine cooperation exists between the newspapers and extension. My heartiest thanks for a job well done."

A Bigger WILL Audience...

From time to time we receive letters and cards from Illinois farm families who have only recently become acquainted with the College of Agriculture "Farm Hour" heard each day at 12:15 p.m. over university station WILL. This is an unfortunate situation, because the "Farm Hour" has been a noon-time feature on WILL for a good many years.

In order to acquaint more farm families with this daily radio program from the college, we have prepared a simple multilith program announcement.

Five copies of this announcement are enclosed in this week's packet for each farm adviser. You may want to post one on your bulletin board and give the others to business firms that would like to post them.

If you would like additional copies of this announcement, let us know and we will get them to you.

Mailing List Revisions...

Since 1948 this office has issued a regular weekly service of farm and home news stories for all weekly newspapers in the state. In addition to sending these stories to about 650 weekly papers, we have also sent them to agencies, associations and individuals who requested the service. The list has now grown to about 1,000.

Each year we have revised the nonnewspaper section of our mailing list but have continued to send the releases to all the papers. This year, for the first time, we are in the process of revising the entire list.

Last week we sent a letter to each weekly newspaper in the state asking the editor whether he wished to continue receiving the service. A similar letter went to all other names on the list.

On September 15 we will compile a completely new list for this service, including only those weekly papers that have specifically requested the service.

Guests in the Office...

Jim Somers in Lee county will be host this week end to two important foreign agricultural editors. The men are Mr. Basil Moussouros, chief of the Information Section of the Extension Division of the Ministry of Agriculture in Greece, and Mr. Eduardo Ramon Alvarado, director of the Office of Agricultural Information of the Department of Agriculture of the Philippines. These men are spending three weeks in Illinois studying the role of agricultural information in educational programs.



Extension Editorial Office University of Illinois College of Agriculture

Summer Research Project...

Hadley Read is engaged in a bit of ichthyological research this week. He and his family are comparing the size and sampling the flavor of trout, walleyes and pike, inhabiting various lakes of western Ontario, Canada.

Hadley will be back on the job after Labor Day.

Cook County 4-H Fair Promotion...

Cook county's promotion-minded farm adviser, Carl Mees, and assistant adviser, Bill Whiteside, turned in another first-class performance in beating the drums for the county's 8th annual 4-H Fair and Festival August 20-22.

And if there was a person in Cook county who wasn't aware of the fair, it wasn't the advisers' fault. Here was the promotion line-up:

*Front-page stories in five different county newspapers. Numerous articles in major Chicago dailies.

*Radio programs on WKRS, Waukegan, and WLS, Chicago. TV shows featuring county 4-H members and farmers.

*Generous publicity in the farm bureau BULLETIN. Three thousand illustrated post cards to special mailing lists.

*A 20-foot banner across Route 14--main route for Chicago traffic.

*A sound truck moving through the streets of Arlington Heights, Palatine and Mt. Prospect, announcing the fair.

Did all of this pay off? Well, Carl seems to think so. At least he's not complaining about the 33,000 attendance figure. But perhaps more important, he feels that the fair did wonders in developing better relations between farm and city people in his county.

New Camera in Will County...

A new Crown Graphic in the office of Farm Adviser Andy Wicklein and Assistant Adviser Bob Anderson of Will county will find good use in supplying current activity pictures to the farm page of the Joliet Herald-News and to the Weekly Farmers' Review.

Andy has worked out extra-good relationships with the farm-page editor of the daily newspaper. The result is an outlet for extension information that is read by hundreds of urban residents in that area, as well as by most of the farmers in Will county.

In a visit last week field editor Bob Jarnagin reviewed with Andy the ways in which Will county extension people keep their farm families informed.

Andy has a personal column each week on the Herald-News farm page that attracts lots of attention and is read by most of the farmers in the county.

Another thing he does that attracts attention is to feature one big, timely idea at a time on the farm page and tell the whole story. These feature pages are well illustrated with pictures that help to get the story across.

Andy uses bold-face type and boxes on the farm page and in the weekly farm bureau publication to draw attention to the important calendar items and information of special interest. One small, boxed paragraph on the front page of the county publication this month brought in soil samples from 1,300 acres to be tested.

Will county farmers read these papers, and Andy sees that the pictures and stories are there for them to read.



Extension Editorial Office University of Illinois College of Agriculture

Airwaves for the Ladies...

Radio is gaining in popularity with county folk, according to home economics editor Jessie Heathman.

Jessie reports that Mildred Boxwell Borg, Kane county home adviser, recently met with her county radio chairman and 23 unit chairmen to schedule dates and outline programs for the year ahead. Dick Sutter, manager of WRMN, Elgin, met with the group and commented very favorably on programs of the past year. Sutter emphasized the importance of local news and programs produced by local groups.

Members in Lake county will start regular broadcasts this month for the first time. Home adviser Helen Volk recently met with representatives from her units to plan schedules. At the invitation of J. B. Kirby, manager of WKRS, Waukegan, the group met at the studio.

In both Kane and Lake counties the programs will be recorded several days in advance of broadcast time. A station announcer will interview the women.

Jessie also reports a story of unusual cooperation among Stations WCMY, Ottawa; WLPO, LaSalle; and WIZZ, Streator. Home adviser Mrs. Arvena Pearson says that members are starting a weekly program this month.

The county has been divided into three local station areas, and members will use their appropriate local station. The station originating the program will record during the broadcast and send the program to the other two stations for use later in the week.

The home bureau program will be in addition to Mrs. Pearson's regular program on WCMY each Thursday morning at 10:45.

Four to Join Alumni Ranks...

Four members of the editorial team here are joining extension's alumni ranks.

Staff artist Pete Ragouzis has completed the requirements for his Master in Fine Arts in Art Education. Pete will join the staff of the Jackson High School and Junior College of Jackson, Michigan, as art instructor.

Veterinary editorial assistant Frank Abrahamson has completed work for his Master of Science in Journalism. Frank is a reserve Air Force officer and has orders to report immediately for active duty in Washington, D. C.

Assistant extension editor Veryl Fritz also has his sights set on an advanced degree. Veryl has accepted a graduate assistantship in animal science here, starting with the fall semester.

Safety information specialist Gordon McCleary leaves on September 10 for Des Moines and a new job as information specialist with the Iowa Farm Bureau Federation.

Each of these men has made an excellent contribution to the editorial program here. We shall miss them personally and professionally.

Fish Story???

From out of the Canadian north woods comes what could be a "fish" story.

A scribbled note from vacationing Hadley Read says, in part: "Believe it or not, in 20 minutes I landed four 20-inch northern pike--and threw them back in!" (Hadley said he didn't have any place to put them.)



Extension Editorial Office University of Illinois College of Agriculture

Cooperation in Cairo...

"Mother Earth truly gave out with her best at the 4-H Club annual show held at the Community Building and grounds near Villa Ridge Wednesday.

"It was thrilling to this reporter to stroll about the grounds and watch the various events in progress; to move through the Community Building and see the exhibits in the basement, the work done by the boys and girls of today who will be the leaders and citizens of tomorrow."

Those are the lead sentences of a sincere editorial in a recent issue of the Cairo Evening Citizen which paid tribute to the 4-H Club activities in Pulaski and Alexander counties. The same issue of the paper gave feature story and picture coverage to the 4-H show.

In another issue of the paper, a picture story reported the details of the county farm airlift arranged by adviser Les Broom in cooperation with the soil conservation district.

These stories are excellent examples of cooperation in Cairo between Les and his community newspapers. He receives the same kind of enthusiastic support from the local radio stations.

Make It Worth Reading...

In his recent column Truman May points out that farmers receive a tremendous amount of mail each day and each week. This, he feels, makes column writing a challenging job, since "no one medium of farm news and information can get much attention from the farmer unless he considers it worth reading."

9/9/54

Quotable Quotes...

Here are some readable quotes from three of this country's outstanding farm editors. The men spoke at the recent conference on agricultural communications.

Donald R. Murphy, Editor, Wallace's Farmer: "All the experimental work with which I am familiar indicates that the farm press is the major source of information for farm people on farm practices in most parts of the United States. The job of the farm press is to get farmers acquainted with new ideas in advance of adoption, to provide the push that helps farmers to try out the new ideas when the time is ripe, and to keep reminding them about keeping up to date on things they know but are likely to overlook.

"One area in which the farm press and the colleges are extremely weak is in the field of research in communications."

Jack Jackson, Farm Director, Station KCMO, Kansas City: "We now have more radios than farmers on the farms of America. There is an average of almost two radios per farm. Television is growing too. For the country as a whole, almost half of the farm families have television sets. The most outstanding advantage of radio and television is that they are instantaneous."

Bill Durham, Farm Editor, Fort Worth Star-Telegram: "The newspaper becomes a member of the family...an old friend. If the farmer is to seek understanding from his city friends, he has an obligation to understand some of the problems that confront the city resident. More efficient use of the newspaper will pay off both for agriculture and agriculture's customers."



Extension Editorial Office University of Illinois College of Agriculture

Bunn Uses Smash Approach...

From time to time in the past we have ventured the opinion that monthly county publications were ideal media for the "smash" approach.

The eight-page September issue of the Champaign County Farm Bureau News is a top demonstration of what we were trying to say.

The peg for the issue was the agriculture-industry broiler barbecue staged by the county extension service, the county farm bureau, and local business and industry. Around that peg Bill Bunn and his colleagues built a hard-hitting presentation on poultry production and consumption in Champaign county. Good local stories were supplemented by stories from extension and research workers at the college and from the state Division of Poultry Industry.

Take a look at some of these story headings to get an idea of the contents:

"Continuous Research Means Further Progress for Poultry."

"Feed Dealer--Key Man."

"Models Change in Chickens Too."

"A Recipe for a Broiler Barbecue."

"An Ounce of Prevention Is Worth a Pound of Cure."

"How Can Poultry Growers Get More Profit?"

"The Illinois Egg Law Spearheads a Quality Program."

After reading this September issue, a lot more people will know a lot more about the poultry industry in Champaign county.

9/16/54

Of Such Stuff Dreams Are Made...

It was wonderful! The mailbag was stuffed and running over when they lugged it up from the basement. We pounced on it eagerly.

Here was a letter from Myers in Quincy telling about the progress with farm television in Adams county.

Ralph Broom gave the details on his most recent meetings with local editors.

Deffenbaugh sent along the last copy of his column.

There were notes from Haas, Miles, Sinclair, Golden, McCue, Kemp, Vogen, Imig, Fike, Sharp, Lutz, Turner, Rowen, Bay, Hertz, Brock, Fulkerson, Perisho, and Petterson. Out tumbled last-minute reports on news services established, columns started, window display ideas, TV developments, examples of livestock meeting promotion efforts....

Before we could sharpen our letter opener, another batch arrived from Bantz, Sons, Garvins, Bayles, Trull, Kamm, Amrine, Mowery, Somers, and Painter.

There were ideas, suggestions, comments, questions--all headed for the next issue of "It Says Here..." Then the alarm went off! It was morning!

The above is about as subtle as a hit on the head with a hammer. I hope you guys take the hint--and you girls too.



Extension Editorial Office   University of Illinois   College of Agriculture

Dinner Meeting for Editors...

Cumberland county's Chuck Federman stopped in for a minute this morning to report his plans for a dinner meeting with his local editors. The dinner meeting is scheduled for Thursday evening, Sept. 30. Chuck plans to outline the county extension plans for the coming year, discuss the relationship between the county farm bureau and the extension service, and solicit suggestions from the editors on how he can do a better information job in the county. Assistant editor Ken McDermott and Supervisor W. D. Murphy will be on hand.

Reid Promotes Radio-TV...

George Reid and his colleague, Howard Sheckler, Hancock county, are of the opinion that it doesn't do much good to be on television or on the radio unless people know about it.

George and Howard recently made their television debut on KHQA-TV, Quincy. A week ahead of the show, they sent a post-card to their mailing list announcing the show and the subject of their presentation--"Dollars in Alfalfa."

About the same time they issued an illustrated circular letter telling all about the "Hancock County Farm Hour," which is heard each day on radio station WCAZ, Carthage. This show features farm news, weather, markets, 4-H Club news, and farm interviews.

The daily radio program assures the county extension crew of a medium for reaching people in a hurry with spot farm and home news.

Bylines by Banner...

You weekly column writers will have to move over to make room for another colleague who has joined your ranks.

Scott county's M. H. Banner sends a note saying, "Well, I've just now got my first column off to the papers and already I've got questions...."

The questions were good ones, and we will do our best to answer them.

Forestry Show Promotion...

Last week you should have received via special mailing a brief promotion packet on the Forestry, Logging, and Sawmilling show to be held in Rock Island county, October 7 and 8. You may have noticed that a couple of stories had blank spaces where there should have been data. Well, we have run down these data, and they are included in a special memo in this week's packet.

This week those of you in Districts IV and V should have received the special promotion material on the Farm Forestry Field Day to be held at the Kaskaskia Experimental Forest in Hardin county.

These are two of the most important forestry events to be held in the state this year. You can lend a hand by making sure they receive adequate press and radio notice in your counties.

Benson Meets the Press...

After sitting in on three press conferences for Secretary Benson in two days, we are of the opinion that the Secretary (1) respects the power of the press aand (2) enjoys working with the press and radio editors.



Extension Editorial Office University of Illinois College of Agriculture

Lutz Lists News Sources...

Gallatin county's Earl Lutz, whose weekly column is read and enjoyed by his neighbors, recently announced that two additional papers would carry the column. The papers are the Ridgway News and the Gallatin Democrat.

In introducing the column to these papers, Earl listed his three main sources for column items. He said, "These tips will be made from a combination of ideas from farmers and home-owners with whom I work, from the University of Illinois Experiment Station and Extension Service, and from my own experience and observation."

Herald-Whig Supports Home Bureau...

A recent Adams County Home Bureau Handcraft Show was given top news attention by the Quincy Herald-Whig. The advance story on the event rated a three-line, two-column feature head to support the two-column story. It takes "news value" to rate that kind of attention in today's crowded newspapers...another example of the kind of cooperation Home Adviser Margaret Walbridge gets from her county newspapers.

Agricultural Journalism Leaflet...

In this week's packet for farm advisers we've included a copy of the leaflet "A Career for You in Agricultural Journalism." This is a brief outline of the need for more men with training in this field and a description of the new program here at the University. If you have an extra 10 minutes, would you look it over.

A Reminder of the Tape Service...

Several weeks ago we outlined plans for reestablishing the radio tape service.

Some of you may have overlooked this notice, so here is a reminder:

1. We are prepared to furnish three farm and one home interview feature each week. These features run from 6 to 8 minutes in length, and all four are dubbed on a half-hour tape.

2. You or your radio station can receive these four features on one tape each week free of charge except for the postage (5 to 6 cents) to mail the tape to us.

3. Here's all you do: (1) Send us a 7-inch reel (30 min.) of tape. The tape should be in our hands by Wednesday morning. (2) We dub the four features on your tape and mail it back to you in a special mailing carton Thursday afternoon. (3) As soon as you receive the tape with the dubbed programs, place a "clean" tape in the mailing carton and send it back to us for next week's features. Be sure the tape reel and the mailing carton are clearly marked with your name and your county.

Complete TV Series for NAEB...

This week the curtain rang down on the last in the series of 13 half-hour recorded agricultural television features. This series, called "Feeding a Nation," is designed to tell the story of the teamwork between agricultural scientists and farmers in producing America's food.

[illegible]

[illegible]

[illegible]

[illegible]



Extension Editorial Office University of Illinois College of Agriculture

Recording Facilities at Conference...

At one time or another we have hinted that radio can be a powerful and effective tool in extension work.

We have also whispered into a few ears that letting people know about some of the "goings-on" in extension builds confidence in the program.

Fall conference offers you an opportunity to try both of these ideas. To make it easy, we've arranged special recording facilities for your "report to the people."

Briefly, here's the plan: Bring along a reel of recording tape--any size will do. After you've checked in, make an appointment with the WILL Recording Service. Call University Extension 3134, or stop in at 41 (basement) Gregory Hall.

The Recording Service is prepared to tape as many programs as you need, at no cost to you. If you need new tape, 7-inch (half-hour) reels are available there at the regular retail price.

And don't overlook the opportunities for using the local newspapers to help tell more people about extension work.

A Message to Wives...

A good idea is worth repeating. Last year Macon county's Warren Myers addressed an illustrated corn picker safety postcard to "The Wives of Corn Picker Operators." The illustrated card urged the men to "harvest corn--not hands." The message to wives suggested that the card be taped to the tractor or picker where friend husband could see it each day as a reminder. The idea created a lot of favorable attention last year, so Warren has done an effective repeat this year.

Plans to Resume WCIA Series...

The University has made tentative plans to resume a series of television shows on WCIA, Champaign.

Under present plans, the University would produce a daily 15-minute show from 1:45 to 2:00 p.m. The College of Agriculture has been asked to produce a farm show each Monday afternoon and a home economics show each Tuesday afternoon.

More About NAEB TV Series...

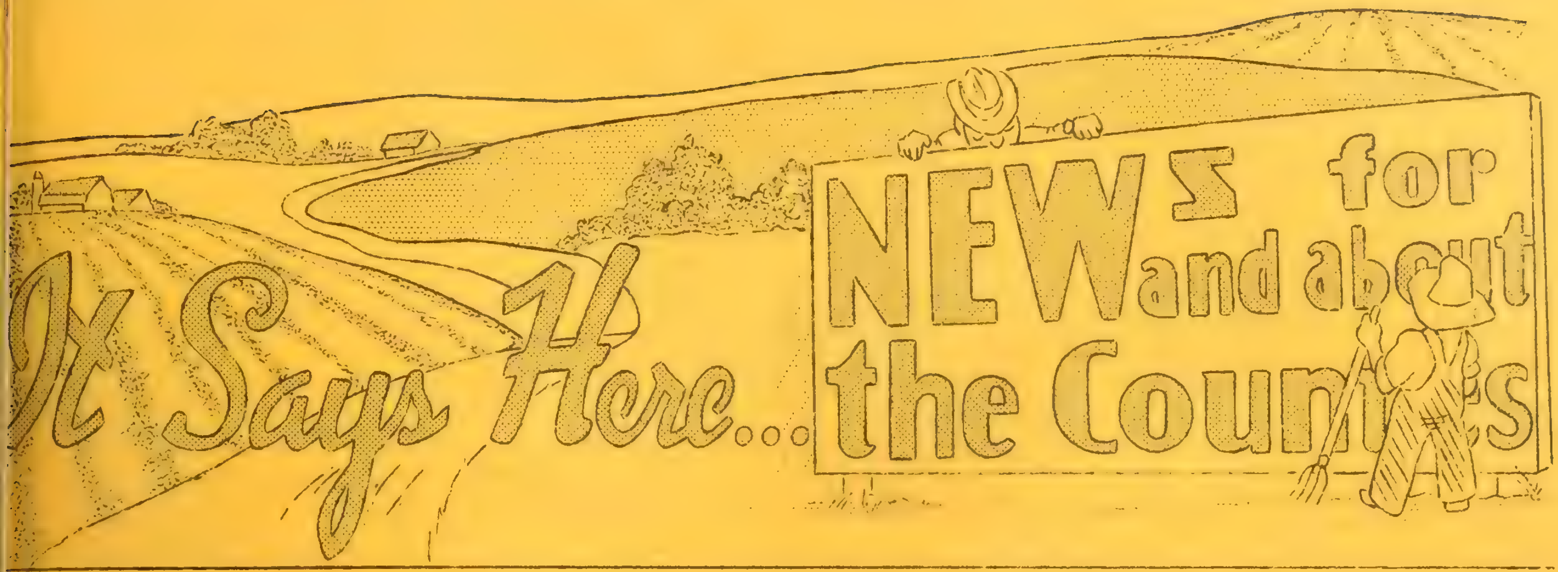
Space limitations last week forced us to cut short our report on the recently completed series of 13 half-hour recorded television shows called "Feeding a Nation."

We wanted to add this extra information: They were produced by the College of Agriculture in cooperation with the University's Television and Motion Picture Unit. Partial support for the series came from a grant from the National Association of Educational Broadcasters from funds made available by the Ford Foundation's Fund for Adult Education. Jack Murray of this office wrote the shows and served as producer and narrator. We will let you know later about plans for distribution.

Farm Television Report...

TV station WNBQ, Chicago, reports a consumer market survey shows that more than half of the farms in the station's coverage area have television sets.

10/7/54



Extension Editorial Office University of Illinois College of Agriculture

Federman Fetes His Editors...

The ham was good, and there was plenty of it. Conversation was light--concerning the downfall of the Indians, both Cleveland and Illini, the milk price war in Toledo, a new factory in Greenup, political advertisements, and the cost of building. It wasn't a big group--only seven. It had been a nice fall day.

Such was the scene in the Salad Bowl in Greenup as Chuck Federman said "Thank You" to his editors for their help in the Cumberland county extension program. All three of his papers were represented, along with W. D. Murphy and Ken McDermott from the state office.

After a while talk drifted to extension work with its problems and newspapering with its problems. Chuck gave a two-minute version of his annual report.

"How many farmers do we have in the county?" an editor asked. "About 1,200" was the answer. And Chuck explained that present-day demands on farm advisers made it impossible for them to keep in contact with all the farmers without the help of newspapers.

"We like to use your stuff," another editor stated. "You use lots of names, and that's what our readers like. As long as you use names, folks will read your stuff, and then you can put in your information as you wish."

Asked about pictures, all said they could use them and wouldn't mind using the same picture other papers were using.

Then the conversation drifted to politics, farm policies, and the ills of the country in general. When a meeting of the local B. & P.W. moved in at a long table near by, the group adjourned to the new Farm Bureau building in Toledo.

But that's another story.

TV Show Builds Relationships...

Peoria county home adviser Cleo Hall is using her twice-monthly spot on WEEK-TV to develop good relationships with neighboring counties.

When she took over her assignment last December, she was told to develop the kind of program she wanted to. So from the start Cleo has observed the rule of making it a "guest" program. This fall she is inviting guests from nearby counties that have no television stations. So far she has scheduled home advisers from Tazewell and Mason counties and home bureau women from Fulton and Tazewell counties.

News Value in Extension Meetings...

Up in Kankakee county, home adviser Doris Hemstreet has convinced the editor of the Kankakee Journal that regular extension meetings have topnotch news value. Because of her good newspaper relationships, the editor has assigned a reporter and a photographer to cover a home adviser meeting and a local leader meeting each month. Home adviser Hemstreet works hand in hand with the reporter and photographer in outlining the subject-matter information and in setting up the news pictures.

Home economics editor Jessie Heathman reports that Kankakee county women believe in making good use of as many good communication tools as possible. They are starting their third year of weekly programs on station WKAN. Recently the county radio committee met with the radio chairman from the home bureau units to assign program dates for the year ahead.

10/14/54



Extension Editorial Office University of Illinois College of Agriculture

Your Public Impressions...

By the time you read this, the 1954 fall extension conference will be history. But as we are writing, the conference is just starting. Whether it will be a good conference will depend both on the quality of the "transmitters" and on the receptiveness of the "receivers."

Certainly there will be much that you should report to your public. Farm and city families alike will want to hear about extension plans and programs for 1954-55. They will be especially interested in your interpretations of the viewpoints expressed by the college's top administrators.

There will be an opportunity to tell them about the new Farm and Home Development Program and what it can mean to extension work in Illinois.

The conference should furnish an excellent news peg for reporting on the status of the camping program in Illinois. The address by Administrator C.M. Ferguson should offer another peg for reviewing the cooperative aspects of extension work.

Unfortunately the budget will not permit us to offer new hats for the best coverage of the fall conference, but we would certainly like to see copies of stories or columns you write about it.

Coles County Women Use Radio...

Coles county home adviser Deborah Solliday and her home bureau radio chairmen met recently with Phyllis Knight, director of women's programs for Radio Station WLBH. The purpose of the meeting, which was attended by home economics editor Jessie Heathman, was to outline the home bureau unit radio programs for the year.

New Faces in New Places...

Some of you may already have had the opportunity to meet two new members of our staff. If you have not, we would like to have you shake hands with them now.

Miss Camilla Dade has joined our crew as artist and illustrator. Miss Dade is a Denver gal who takes the place of Pete Ragouzis, who left this fall to accept a teaching position in Michigan.

We would also like you to meet one of Ohio's outstanding agents, Harold C. Ruggles, who will serve this coming year as editor in the College of Veterinary Medicine on a half-time basis. Harold is from Sandusky, in Erie county, Ohio. He is on a year's leave of absence to complete work for his master's degree in journalism.

Starkweather on TV...

Chalk up another first-time TV appearance by a county extension worker.

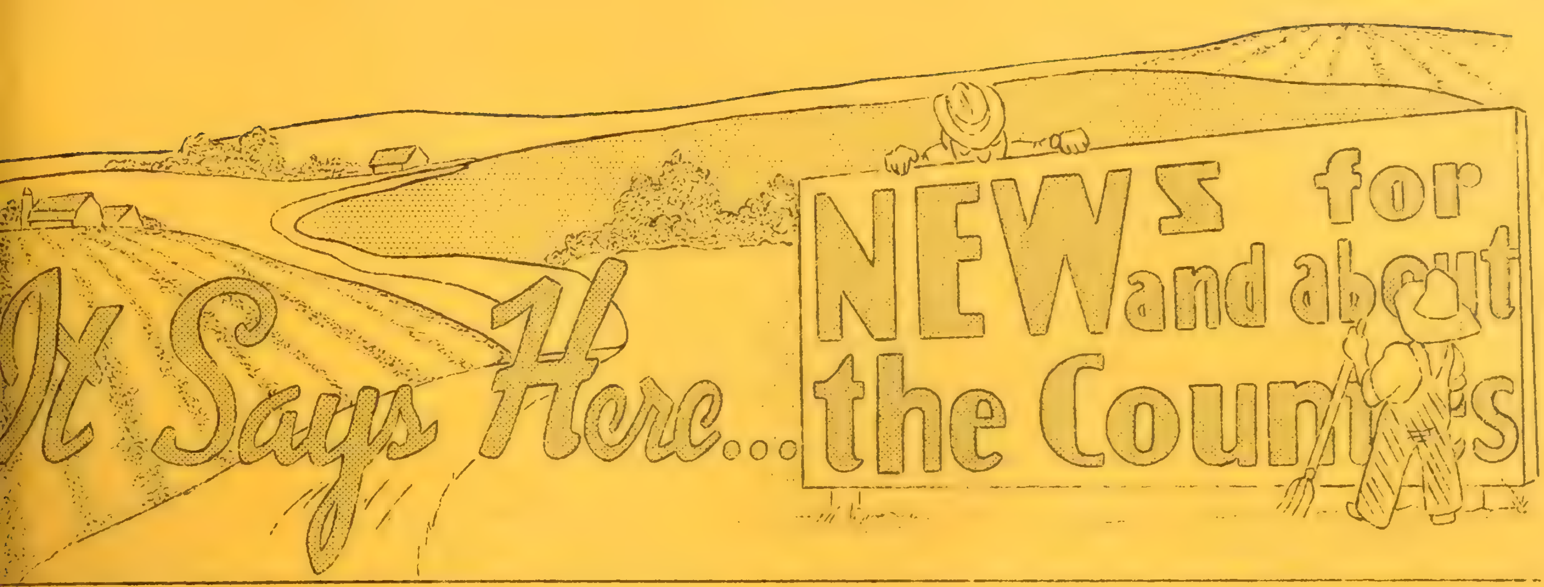
Farm adviser E. L. Starkweather of Jackson county appeared on KSD's new farm show in St. Louis recently.

Eldon reported on his job as an Illinois farm adviser and described the operation and functions of the Extension Service.

The show is broadcast twice a week--on Tuesday and Thursday--from 6:50 to 7:00 a.m.

KSD's farm director, John Burdell, plans to interview other area farm advisers, as well as vocational agriculture instructors, farmers and agricultural leaders in the station's coverage area.

10/21/54



Extension Editorial Office   University of Illinois   College of Agriculture

Recognition for 4-H Leaders...

State 4-H Leaders' Recognition Day is scheduled for Tuesday, November 23, in Springfield. All of you have received the official notification from the 4-H Club staff here.

Again this year we have prepared a set of press-radio promotion suggestions to help you give deserved recognition to your outstanding 4-H leaders. This material is enclosed in this packet.

The material includes information on tape recordings during the day's program at Springfield, suggested news stories, and radio spot announcements.

Again this year we will be issuing special invitations to a selected list of newspaper farm editors and radio farm program directors to attend the recognition day. The list of editors invited is included in the material, and we suggest that you consider inviting the editors in your area to join you in the drive to Springfield.

You are more aware than any of us of the contributions your local 4-H leaders make to club work in your county. We will never be guilty of giving too much public recognition to their efforts.

Too Little Too Late...

During a coffee break at the fall conference, we were told these things by three of your spokesmen:

"1. Too many of your news releases are too late--especially for southern Illinois.

"2. Timely Paragraphs are excellent, but they too are often too late.

"3. It Says Here is read most of the time.

The College of Agriculture has accepted an invitation from WCIA, Champaign, to present two series of television programs starting November 1.

One series will be presented by the agricultural staff. The other will feature home economics subjects. Both programs will be aimed primarily at the homemaker audience.

"Accent on Living," the agricultural show, will be on at 1:45-2:00 p.m. each Monday, November 1 to January 31. The home economics show, "Treasure Chest," will be presented Tuesdays at 1:45-2:00 p.m., from November 2 to February 1.

Other colleges and divisions of the University will present programs on Wednesdays, Thursdays and Fridays to fill out an "across-the-board" daily series for 13 weeks.

Research in Communications...

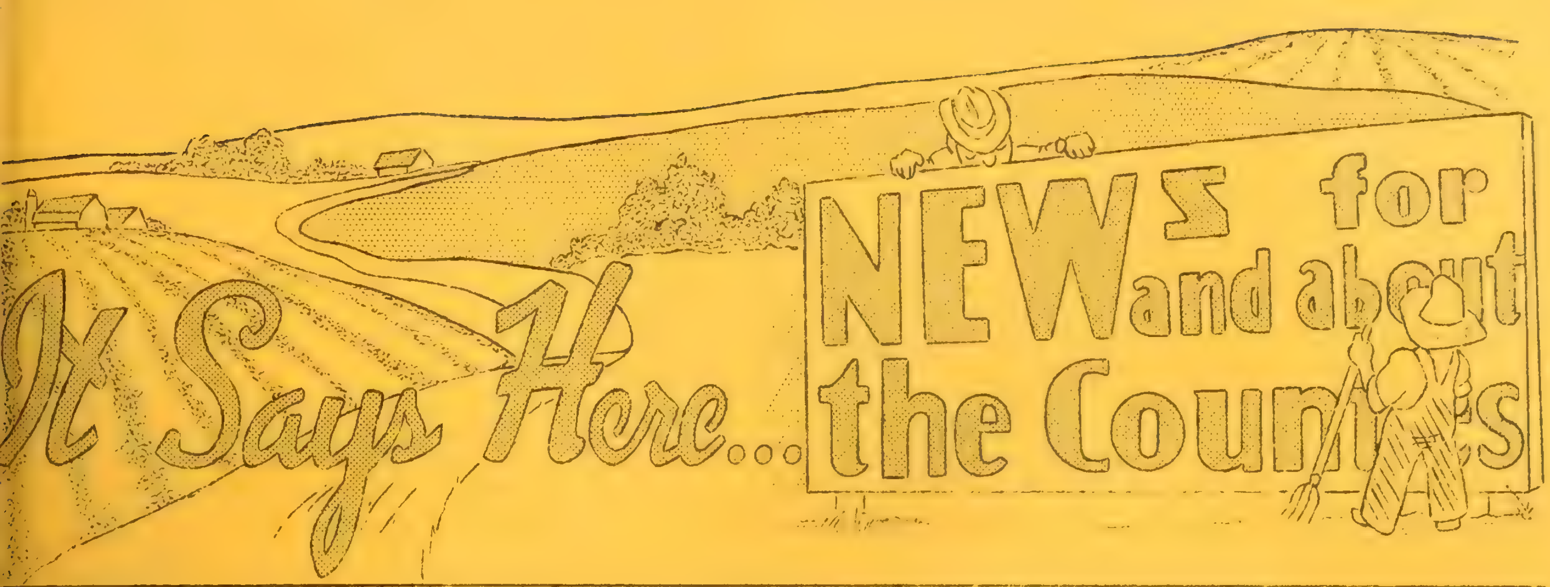
During the conference last week, we briefly outlined some of the findings of the Bond county study on soil testing.

As most of you kindly realized, 15 minutes is a bit brief to attempt to cover such a subject. Before too long we hope to summarize some of the findings from the studies we have conducted to date. When we do, we will make the report available to you.

We thought some of you at least might be interested in a one-page outline of our research program in the Agricultural Experiment Station. A copy of that outline is enclosed in this week's packet for all farm and home advisers.

It should be reemphasized that for the time being we are most interested in exploring the methods of doing research in the field of agricultural communications.

10/28/54



Extension Editorial Office University of Illinois College of Agriculture

Jack Murray to India...

By the time you read this, Jack Murray of our office will be on his way to Washington on the first leg of a year's assignment to India.

Jack has accepted a year's assignment as an agricultural information consultant for the Indian Ministry of Agriculture under the program of the Foreign Operations Administration. He and his family expect to leave Washington about December 1.

The Murrays will be stationed in New Delhi, but Jack is expected to cover most of the country during the year, working with federal and state information specialists. He will divide his time between work on specific agricultural information campaigns and assistance with training programs for state and local extension workers.

Jack has been a member of the editorial staff here since 1947. During the past five years he has been in charge of our radio-television operations, and in 1952 he served as acting head of the office while the editor was on a year's leave of absence.

New TV Series Started...

On Monday and Tuesday of this week the College of Agriculture had the honor of initiating the new series of University TV shows over WCIA. The agricultural programs on Mondays are labeled "Accent on Living," and the home economics shows on Tuesdays are called "Treasure Chest."

Some of the shows will be kinescoped and made available to other stations through our television film library.

We Have A Reader...

Before the fall extension conference we suggested that such events offered an excellent opportunity for all of us to do a better job of telling the extension story to the public. We even mentioned that we wouldn't object to getting copies of coverage reports you might write for your local county papers.

Now we know that we have at least one friend who reads this weekly effort. From Adams county, Margaret Walbridge was good enough to send us a clipping from her local paper in which she had reported the highlights of the conference.

The Lessons From Home Bureau...

"Mix together equal portions of a willingness to learn, knowledge gained from years of homemaking experience and a friendly and cooperative spirit and you have the recipe for a meeting of a Home Bureau unit. Opinions are expressed, ideas exchanged and homemaking lessons are learned."

That was the lead paragraph in a dandy coverage story, in the Kankakee Journal, of one of Doris Hemstreet's recent home bureau meetings. The paper devoted a full picture page to this one meeting which was on broiled meals. An action picture of one of the local leaders giving the lesson highlighted the page. You can't beat coverage like that.

11/4/54



Extension Editorial Office University of Illinois College of Agriculture

Information When It Counts...

Christian county's hard-working Cliff Love took time out from a busy week to write us a letter paying a deserved tribute to equally hard-working entomologist Pete Petty.

Farm Adviser Love stressed the fact that Petty always had the right information at the right place at the right time. Because of that, Love says that "farmers saved crops which would have otherwise been destroyed."

With advance information from Petty, Cliff was able to use his publicity outlets in the county to sound the warning. Farmers could then move into action before serious crop damage occurred.

NACAA Wants Information...

We have a letter from C. T. Hall of your NACAA Information Committee. Hall, a member of the Kansas extension staff, says he's been asked to serve as liaison information man for Kansas, Missouri and Illinois. He would like a helping hand from us in getting good information from the brethren in Illinois.

We're putting Hall on the mailing list for this letter, and we'll be glad to pass along any other material you fellows want to send us.

Attractive News Letter...

November's golden turkey feather goes to Jersey County Home Adviser Marjorie Leach for a most attractive illustrated November newsletter to her home bureau cooperators.

11/11/54

Information for Friends of Extension...

Henry county's Darl Fike knows that a lot of people in his county are in a position to pass along sound information to farmers. So he follows a policy of keeping these friends of extension currently informed on new information.

Recently he completed attractive one-page summary reports of each of his Henry county field demonstrations on oat varieties and fertilizer practices.

Each of the nine summary reports were mimeographed on a different colored paper to make an attractive set. Then he sent a set of these reports to the "agricultural leaders" in Henry county with an accompanying letter.

Included in the list of leaders were county bankers, vocational agriculture teachers, newspaper and radio farm editors, Grange masters and others.

Tammeus Talks...

Bill Tammeus kept his pencil sharp during the recent fall extension conference, judging from the number of newsworthy items he has used in his regular weekly column.

Illustrations for Circular Letters...

Assistant Farm Adviser George Daigh dropped us a note last week asking about sources of good illustrations for circular letters. We could do little more than to pass along the suggestions we made a year or so ago at the district conferences. That suggestion was to go through the current issues of the farm magazines and papers. You should be able to find about every kind of illustration on both the advertising and editorial pages.



Extension Editorial Office University of Illinois College of Agriculture

Three Good Columns

Three good new columns landed on our desk this week, and we enjoyed reading all three of them.

From Pittsfield in Pike County, Assistant Farm Adviser George Daigh Jr. has started a new "4-H News" column which is being printed in all the county papers but one.

In asking for comments and criticisms on his first effort, George put his finger on his number one opportunity for improvement. He wrote, "After I become better acquainted I intend to use more names." He also points out that the column is written in addition to other stories and articles on 4-H activities.

We agree with George that the column could be improved through the use of more local names--and the more the better.

Home Adviser Wilma Manning also asked for an appraisal of her weekly column called "Home Bureau News of Whiteside County." Her letter was addressed to Ken McDermott, but we will venture an opinion of our own.

We wondered if it might not be better to label the column "News for Homemakers of Whiteside County." The use of the term Home Bureau News tends to restrict the audience readership.

Wilma packs her column with good timely information. Again, though, we would put in a plug for more local names and more information on local activities.

The third column in front of us is authored by Ogle County's Harriett Hutchings and is called the "Ogle County Homemaker." It also is a topnotch job.

Both Harriett and Wilma took Ken's agricultural journalism course while in school. There may be a correlation.

The Problem of Pictures...

During the recent Fall Conference, good friend Cliff Love mentioned the problem of getting good, timely cover pictures for the county farm bureau publication. He said he suspected that some of the other counties faced the same problem.

Cliff wondered whether or not it might be possible for this office to lend a hand. He suggested the possibility of our scheduling and shooting a timely picture for each month of the year, making them available to the counties at cost.

While we have had our knuckles rapped a couple of times recently by our boss, Dr. Kammlade, for taking on new assignments, we are still willing to think about the possibilities of this one---if there is a demand for it.

Without going into the details of how the service might be set up, we would like to know whether there are others who would welcome a monthly cover picture service at a cost of, say, $5 or $6 a year. In order to make the pictures timely, we would probably work a year ahead all the time.

If you think such a service would be of value to you, drop us a card or a letter and let us know.

Report From Washington...

Jack Murray reports that he is in the middle of his two-week orientation period and expects to leave about December 1 for New Delhi, India, via Europe and the Near East.

11/18/54



Extension Editorial Office University of Illinois College of Agriculture

Poultry Radio Tapes Available...

Attached to this letter is complete information on a series of 34 short tape-recorded features on poultry production and marketing. The tapes were made by Dr. L. E. Hanson, Dr. J. O. Alberts, Dr. H. M. Scott, Dr. E. E. Broadbent and Mr. R. C. Eaton.

These 34 recordings were originally made for a hatchery that had requested the material for use in a series of radio broadcasts. Announcement of their availability has been sent to other hatcheries in the state, and it will also be sent to radio stations.

Because this is an "extra" service over and above our regular weekly tape service, it has been necessary for us to make a charge for this material.

If we furnish the tapes, the charge is $6 for each of the five groups or $30 for the series of 34. If the tapes are furnished to us, the charge is $3 for each group or $15 for the series of 34.

If you have a regular radio program, you may want to have this series of tapes on hand. Each feature runs between 3 and 4 1/2 minutes.

Use the order blank included with the attached statement to order tapes. You will notice that all checks should be made out to the University of Illinois.

We would like to get your reaction to this type of service. It may be possible in the future to prepare such a series on other timely farm topics.

11/25/54

Better Public Relations...

Here are some excerpts from a letter we received this week from Stan Geiser, assistant editor of Successful Farming in Des Moines.

Stan writes, "Jim Roe and I were discussing farmers' public relations today and decided that we need to look at specific activities now being used to make the farmer appear nicer in the eyes of other folks.

"Specifically, I need tips and leads on state-wide, community or farm activities or projects in your state that have helped the farmer's position.

"I'm not interested in the marketing ideas being used...such as the effort to sell more milk. Rather, I'm interested in sound, outstanding activities that actually result in better over-all relations between farmers and the other publics."

Well, that's the request for help. We told Stan we would pass his request along to you folks in the counties to see whether you knew of any leads that Successful Farming could follow up on.

If any of you know about any projects or activities that are designed to bring about better understanding between farmers and other groups, it would be worth while to let Stan know about them. you can write him directly or send the information to us and we will get it to him.

* * * * * *

All of us here hope your Thanksgiving was a happy one and that you will continue to have much to be thankful for.



Extension Editorial Office University of Illinois College of Agriculture

15 Minutes of Help, Please...

This is the season of the year when we set aside part of our time for necessary paper work. Like you, we don't particularly enjoy it, but we recognize its importance.

In 1947 you helped this office complete a brief survey on information activities over the state. Now, seven years later, it would help us a great deal if you would assist us again.

In order to better plan our work for next year, as well as for the next few years, we would like to have a better picture of the information programs you folks are carrying on in the counties. We would like to know how many of you have a news service, how many write personal columns, have radio programs and television programs, use exhibits, etc.

We would also like to make an inventory of the visual aids equipment you have on hand to work with.

The only way we know of to find out is to put our questions down on paper and ask you to give us the answers. Such action results in a questionnaire to be filled out, and most of us don't care much about filling out questionnaires.

We would appreciate it very much, though, if you would take the 15 or 20 minutes necessary to complete the attached survey form and return it to us as soon as possible.

You'll notice that there are two parts to the questionnaire. The first part deals with your over-all county information program, and the second part covers the visual aids inventory.

We would like to think that this help on your part will be repaid through better editorial services from this office.

4-H on the Front Page...

Again this year we've seen many instances to prove that a good 4-H story is front-page news. There isn't space to mention all of the examples, but we would like to call attention to two.

The Hancock County Journal devoted nearly a fourth of its front page to pictures and stories about the county achievement program. In a special box the editor printed in full the statement of appreciation from Home Adviser Maxine Graham, Farm Adviser George Reid, and Assistant Farm Adviser Dale Bateman. These folks thanked the local chamber of commerce and other groups for making the achievement program successful.

In telling about the coverage, Maxine pointed out that it was typical of the fine help given by Editor George Swertelle.

In Iroquois, the Iroquois County Daily Times also gave a front-page banner headline to the 4-H achievement program. And Assistant Farm Adviser Emil Mosser also says that it is typical of the kind of cooperation from the papers in the county.

Further evidence of such cooperation can be found in almost any issue of the Watseka Republican, which always prints the regular news service furnished by the county extension staff.

Leaders' Day Recordings...

Two recorders were kept constantly busy last Tuesday in Springfield as advisers from 23 counties made special recordings with their 4-H leaders who were being honored at the annual Leaders' Recognition Day.



Extension Editorial Office University of Illinois College of Agriculture

Farm-Town Relationships...

So far two colleagues have responded to Successful Farming's request for tips on local activities designed to improve farm-town relationships.

Macon County's Warren Myers has written Associate Editor Stan Geiser telling about the project of "exchange visits" that has been carried on for three years. Here is a part of Warren's letter:

"The project goes something like this: A committee is appointed to select 20 to 25 farmers and another committee is appointed to select the same number of businessmen to exchange visits. That is, The farmer spends half a day with the businessman in the city and the businessman spends the same length of time on the farm. As a rule they have lunch together.

"After all visits are completed a meeting is held, with all those who made visits, and each tells of his experiences."

Orin Hertz reports a similar project in Vermilion County. Last February some 300 farmers and wives visited Danville business and industrial firms. And in June more than 60 Danville business and industrial people toured four Vermilion County farms.

In case some of you haven't had a chance to wade through your mail, the request from Editor Geiser is reported in the November 25 issue of this letter. We know Stan would like to hear reports from some more of you.

12/9/54

Cairo Honors Leaders...

This may not be a record, but five 4-H leaders in Pulaski-Alexander Counties recently received special honors for outstanding service to 4-H Club work. These five people--four men and a woman--had contributed a total of 117 years of 4-H leadership in the two counties.

A front-page picture report of this accomplishment was recently carried in THE CAIRO EVENING CITIZEN as a part of the coverage of the Leaders' Recognition Banquet sponsored by the First Bank and Trust Company of Cairo. Last year and again this year the bank invited 4-H leaders, assistants and junior leaders to a special recognition banquet. Representatives from the farm and home bureaus and the Extension Service also were also invited.

Meager Interest in Cover Pictures...

On the basis of response so far, we probably will not be able to furnish a service of making cover pictures available for county publications. You'll remember that Farm Adviser Love suggested that we set up a plan to furnish, at cost, a print of a good cover picture each month.

As of now, only three other advisers have indicated that they would be interested in such a service, so we will have to table the suggestion for the time being.

A Reminder...

Just a reminder that it will help us a great deal if you will take the time to complete the information survey and return it to us by December 31.



Extension Editorial Office University of Illinois College of Agriculture

Glover Lends a Hand...

Our special thanks this week to St. Clair County's Charles Glover, who has agreed to represent this office and the St. Louis area farm advisers at a special TV meeting in St. Louis.

We were invited by KWK-TV, St. Louis, to attend a meeting on Monday, the 20th, with representatives of the Missouri Extension Service to discuss plans for Extension's participation in a daily farm show being carried by the station.

According to word from Missouri's Extension editor, Elmer Winner, the station would like to work out plans whereby both Missouri and Illinois county extension workers would be invited to participate in the program. The demand would not be heavy, since the station would not call on any one adviser more than once every six months.

We turned to Charlie for help, and he adjusted his schedule so that he could attend the meeting. It is this kind of cooperation that makes extension work so darned enjoyable.

Speaking of Cooperation...

We've been pleased as punch over the quick response from so many of you so soon in returning the information survey blanks and the visual aids inventory sheet.

The first week's mail brought replies from more than half of the farm advisers and from a third of the home advisers.

In just glancing through the returns we can already see ways we can improve our services to you. The main purpose of the survey is NOT to check up on you, but to check up on us. We hope all of you will return the survey before the

Why Farmers Use Fertilizer...

A recent report from Iowa State College says the most important reason why Iowa farmers use fertilizer is the influence of their neighbors, landlords, and other farmers. The second-ranking influence, the report says, is newspapers, farm magazines, and other publications.

Saw You on TV...

Farm Adviser Love has shared with us a letter he recently wrote to Farm Adviser May. We don't think Friend Love will mind if we share it with all of you, since we're sure you'll enjoy it as much as we did.

"It so happens that last Tuesday morning, as usual, I got up and had breakfast and made several farm visits. Again according to my routine I dropped by the house for my mid-morning coffee.

"I happened to turn on the TV set at that time, 6:45 a.m., to see Dave Garroway's program, and low and behold you were appearing on the station break at KSD-TV. I had previously been of the opinion that Christian County was the outstanding county in the state so far as productivity of soil and progress was concerned. I was shocked to learn after hearing you extol the virtues of Madison County to find that Christian County had lost its first place standing and was relegated to second position in favor of Madison County."

And a Merry Christmas to all of you!

12-15-54m



Extension Editorial Office University of Illinois College of Agriculture

KWK-TV Meeting January 7...

Farm advisers in the KWK-TV coverage area have received a special invitation to attend a planning meeting in St. Louis on Friday, January 7.

This meeting is the result of an initial conference Charlie Glover attended a couple of weeks ago. KWK-TV has a noon show on the air Monday through Friday at 12:00. Station officials are interested in having county extension workers participate on the show.

Counties invited to the January 7 conference include Calhoun, Clinton, Green, Macoupin, Jersey, Montgomery, Bond, Washington, Perry, Randolph, Monroe, Madison, and St. Clair. Farm advisers were asked to relay the invitation to the home advisers and to assistant advisers if they are likely to participate on the program.

The morning session opens at 9:30 in the Chamber of Commerce Building at 511 Locust Street. The afternoon session is scheduled for 1:00 in the KWK-TV studios in the Globe Democrat Tower Building.

Rotary Supports 4-H Work...

Farm Adviser Clif Love reports that the Taylorville Rotary Club recently was host to the Agricultural 4-H leaders of the county.

A feature of the program was the presentation of a registered Polled Hereford heifer to 4-H Club member Jerald Swiney of Assumption. This heifer will be the boy's 4-H project for the coming year. The only requirement is that he present the Rotary Club the first calf born to the heifer. From then on the calves belong to the boy for building a purebred herd.

Jack Murray Writes From India...

Flying in from New Delhi, India, this week is the first report from Jack Murray and the work he is undertaking. Jack is "up to his ears" in work. He writes:

"We are working on displays and exhibits for the Silver Jubilee Exhibition of the Indian Council of Agricultural Research. This would be a paradise for Don Schild--six artists, a dozen carpenters, two photographers, scads of laborers, and everyone sold on exhibits and other visual aids.

"Our press conference was held Sunday with very encouraging results. The big show is tomorrow for federal and state ministry officials. After that it will be open to the public for a couple of weeks."

The Murrays landed in Delhi on Friday, Dec. 3, after a flight half-way around the world with stops in Paris, Rome, Beiruit, and Karachi.

Speaking from experience, we know Jack would like to hear from all of you. Mail is an important item when you are away from home. His address is J. A. Murray, APO 74, Box N, c/o Postmaster, San Francisco, California, A 6-cent airmail stamp will fly a letter to him in about 10 days.

Editor Three for McDermotts...

A new potential pencil pusher has joined the Ken McDermott household. The young future editor's name is Philip.



Extension Editorial Office University of Illinois College of Agriculture

Happy New Year to All of You...

It was our intention this week to expound a profound philosophy about the New Year. But, shucks, you all know how we feel and what we would say anyway.

You know that we think the extension folks in Illinois are about the best group of people to be found anywhere. You also know that we think you work harder than you should work and play less than you should play. But you would not have it any other way.

So may each of you enjoy those things in 1955 that will make your year a most happy one.

HR:sf
12/22/54



Extension Editorial Office University of Illinois College of Agriculture

Schild in Maine...

As this is written, fast-traveling Don Schild is in Orono, Maine, holding forth on the motivating powers of visual aids.

Don is assisting with a visual aids workshop being held as part of the annual conference for Maine extension workers.

Before coming home, he'll bypass Champaign and head straight for St. Louis to attend the KWK-TV meeting Friday.

A Definition of Mid-Morning...

Curt Eisenmeyer has expressed some concern about the report that Cliff Love's mid-morning coffee break comes at 6:45 a.m.

As they say on Dragnet, "We just report the facts," and if Cliff Love tells us that he has his mid-morning coffee break at 6:45 a.m. we are willing to believe that Cliff Love has his mid-morning coffee break at 6:45 a.m.

Only 100% Will Do...

The record is pretty good, but we still aren't hitting 100% on our County Information Survey returns. We still have not heard from 15 farm advisers and 41 home advisers.

We suspect that all of these good folk are vacationing in Florida or Cuba, and we envy them greatly. But we hope they will return the survey form before they lose their suntan.

1/5/55

Farm and Home Week Broadcasts...

Tentative arrangements have been made to carry four hours of special Farm and Home Week programs on Monday, Tuesday and Wednesday of Farm and Home Week.

As now planned, special Farm and Home Week features will be on the air each of those days at the following times: 8 to 8:55, 9:40 to 9:55, 10:30 to 10:55, 11:02 to 12:00, 1:02 to 1:15, 2:00 to 3:00, and 3:00 to 3:45.

You may want to pass this information along to the farm families in your county who won't be able to attend Farm and Home Week.

A Visitor From Vermont...

A special guest in our office this week is Lloyd Williams, who was recently appointed farm radio and television director at the University of Vermont.

Lloyd is spending part of this week with us to review our farm and home radio and television operations.

About Mat Orders...

From time to time some of you may have questions about policies and procedures relative to ordering profile mats of college specialists who will appear in your county. This is the situation:

We try to maintain a supply of profile mats of all extension specialists in agriculture and home economics. These mats are available free.

It is impossible, though for us to maintain a supply of mats of nonextension staff members. There are too many of them, and the cost would be too high.



Extension Editorial Office University of Illinois College of Agriculture

Advisers Plan KWK-TV Shows...

St. Louis area farm and home advisers from Illinois and Missouri met in St. Louis last Friday with representatives of the station and the editorial offices of the two states.

This one-day meeting resulted in plans for regular appearances of the advisers on KWK's daily noon-time farm and home television show.

Under the plan worked out, Illinois advisers will appear one week and Missouri advisers the next. Farm advisers appear on Tuesdays and Thursdays and home advisers on Mondays and Wednesdays.

Montgomery County's E. D. Peterson was named by the farm advisers and St. Clair County's Marjorie Tabor was named by the home advisers to compile a tentative schedule of appearances and topics.

Next Tuesday, the 18th, a follow-up meeting will be held in St. Louis to check the schedule with the one being worked out by the Missouri people. Pete and Marjorie will attend this meeting, and Don Schild will represent this office.

The station hopes to start the programs the first of February.

March 1 Deadline for University TV...

Latest word from across campus is that the University's television station hopes to go on the air on or about March 1. While the College of Agriculture will be asked to present regular programs on the station, no definite plans for our participation have been made.

At the start, the station plans to telecast only from 7 to 9 in the evenings. Power at first will be limited, and the expected coverage radius will be about 40 miles.

Save Time, Travel with Kinescopes...

Here's a report from Michigan State College on modern extension methods:

"Speaking of Barnyard Economics, the farm management extension folks are using a new idea this year. Instead of sending a specialist on income tax to each meeting, they have made a kinescope-recorded film featuring Ev Elwood. Using the film at meetings cuts out the travel and time of one specialist.

"A second film has Prof. E. B. Hill explaining the new farm social security.

"In the income tax film, Ev Elwood talks back and forth with someone in the audience. John Doneth reports a considerable impact with this technique."

Jack Murray Reports...

"I'm sitting here chewing a betel nut and watching the Indian countryside unfold as the Grand Trunk Express carries me toward Madras on the southeast coast of India."

So starts the last report from our foreign correspondent, Jack Murray, in India. Jack explains that he is just starting out on a 1600-mile train trip from Delhi to Madras to help set up a big exhibition and to study information problems in that section of India.

Jack's letters are on file in the office if any of you would like to read about his experiences when you are here during Farm and Home Week.

1/14/55



Extension Editorial Office   University of Illinois   College of Agriculture

A Dream Come True...

Sometime ago we mentioned a dream we had. In this dream we were submerged with letters from farm and home advisers reporting on current county information developments.

One of the advisers we heard from in that dream was DeKalb County's E. E. Golden.

This week's mail brought a note from Al reporting one aspect of his information effort and indicating that this was the first of such reports aimed at making the dream a reality.

Al has devised a system of using neat, attractive, illustrated, multilith postcards to announce his important county extension meetings. He writes, "All we have to do is to give the multigraph company the information we want on the card and a suggested illustration, and they do the rest."

One card announced the livestock feeding meeting, and Al says the announcement card along with newspaper stories and radio announcements pulled out a crowd of more than 300 people.

Al concludes by saying, "We are getting a good news program shaped up."

Schild to Washington...

Our traveling visual aids salesman, Don Schild, takes off again this week. He leaves Sunday for Washington, D. C., where he will take part in a national visual aids workshop sponsored by the U. S. Department of Agriculture. Visuals for television will be featured.

1/20/55

Farm Families With TV...

Last week we asked some of our colleagues in the counties to give us an estimate of the percentage of farm families in their counties who owned TV sets.

Here are the estimates we received:

County	Percent
McHenry	90
Whiteside	85
Adams	80
Livingston	60
Macon	60
Vermilion	60
Macoupin	50
Rock Island	80
Richland	20
Madison	50
Franklin	30
Shelby	20
Saline	50
Pulaski-Alexander	17

Worth Mentioning Again...

Recently the Kankakee Sunday Journal featured a summary story on the "Outstanding Projects of Women's Organizations." Selected for top consideration with a three-column picture was the work of the home bureau and the home economics extension program.

Miss Heathman on Sabbatical...

Home Economics Editor Jessie Heathman heads east shortly after Farm and Home Week on a much-deserved six months' sabbatical leave. More details next week.



Extension Editorial Office   University of Illinois   College of Agriculture

Miss Heathman on Leave...

As mentioned last week, home economics editor Jessie Heathman leaves shortly after Farm and Home Week for six-months' sabbatical leave.

During her leave Jessie will make an intensive study of the role of television as a technique in adult education. This will include an appraisal of television as it fits into other communication methods available to state and county extension workers.

She will devote the first half of her leave time to studying and observing TV programs in several states where this method is being used extensively in adult education programs. Her travel schedule calls for visits with home agents in Philadelphia County, Pa., and Essex County, N. J., where most of the home economics educational program is being done via TV and radio. She will also visit educational and commercial stations in the east, where she will study TV operations.

Before completing this part of her program, Jessie will also visit Western Reserve University, which has made extensive use of television in offering courses for credit. She will also spend some time in Michigan and at Michigan State College.

During the final three months, Jessie hopes to set up shop in an area here in Illinois where she can work with county extension staffs in outlining plans and opportunities for coordinating the use of mass communication methods in our local extension programs.

She has cut out a big job for herself, but she is just the gal who can do it.

4-H Mats Available...

Again this year the National 4-H Club Committee is making available a series of 30 4-H mat illustrations. These mats are designed for newspaper advertising and editorial use during National 4-H Club Week March 5 to 13.

We have been asked by the committee to find out if any of our Illinois folks would like to have some of these mats and to pool all orders from this state.

Because the time is short, we would like to have your orders during Farm and Home Week. We are setting up a display of the proofs in Latzer Hall Wednesday morning, February 2, from 8:00 to 11:00. Order blanks will be available. If you would like to receive any of these mats, check the display sometime Wednesday morning, fill out an order blank and leave it in the box that will be provided.

Is That Good or Bad?...

Madison County's Assistant Farm Adviser Ralph Burnett left us the following clipping from some place. We reprint it in full without comment:

"They've made a survey of television habits of Ohio farmers. According to this survey, farm folks who own a television set have developed these amazing social habits: They do 88 percent less radio listening; they do 87 percent less entertaining; they go to the movies 77 percent less, and they do 53 percent less magazine reading. The question that is bound to come up is: 'Is that good or bad?'"



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Farm and Home Week Coverage...

330 Mumford is press headquarters this week for the newspaper, radio, and magazine editors covering Farm and Home Week. It promises to be an interesting and an exciting week. First arrival this morning (Monday) was Frank Bill, widely known farm editor of the Bloomington Pantagraph. Frank is already pounding the typewriter.

We plan to write these notes in bits and pieces until we have to send it down to mimeograph on Wednesday.

These are today's jobs: (1) Prepare for remote broadcasts, over WILL, of the sessions from 11:00 to 12:00, 2:00 to 3:00, and 3:00 to 4:00. Tape-record the home economics sessions from 1:00 to 3:00. (2) Produce regular farm television show over WCIA featuring Frank Teuton, USDA, who will be the general session speaker on Tuesday. (3) Cover opening sessions for which we do not have advance reports. (4) Set up tape recording facilities as a part of the Open House program this evening.

More later.

And Still Going Strong...

We just about didn't catch up with this task before the week slipped away. As it is, we've missed our deadline by two hours, so your packet may be a day late.

Having been here for the week, you know most of the news anyway.

Just helped snap a picture of the new officers of the Illinois Farm Advisers Association: president, Kenneth Imig; vice president, Les Broom: and secretary-treasurer, Charlie Glover.

As We Ran Out of Time...

We've got a lot more items we plan to include this week, but frankly we ran out of time.

You can use the available blank space to jot down suggestions on how we can improve our editorial program.

2-2-55



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1,000 4-H Mats Ordered...

At last count you folks had ordered more than 1,000 of the special 4-H mats being made available through the National 4-H Committee. We were more than a little surprised at this evidence of demand for mats--and a little chagrined.

You see, the mats are furnished by the Committee at an average price of around 13 cents each. We anticipated only a moderate demand and therefore thought it would be most efficient if we absorbed the cost. Now we may go broke, but we still like to see you people in the counties making such good use of this promotion material.

We hope the bulk order will arrive here before the end of the week so that we can get your orders in the mail by this week end. When we send your mat order, we will enclose a proof copy of the layouts.

The Television Audience...

A week or so ago Publications Editor Adrian Janes was our guest on the weekly College of Agriculture television show. Adrian explained the operations of the Publications Office and talked about many of the publications that are available.

At the end of the program he suggested that the viewers write for a list of the publications. Within 10 days after the program, more than 200 requests for the publication list had been received. This is considered an excellent mail response for a single TV plug. It also shows that Adrian is one of our most convincing TV performers.

More About TV...

Don Schild will be in St. Louis this Thursday and Friday lending a hand with the TV shows being staged by Montgomery County's E. D. Peterson on Thursday and Madison County's Elaine Wendler on Friday. As you know, these shows are aired on KWK-TV at 12:00 to 12:15 p.m.

Next week we will send you the complete schedule of Illinois farm and home adviser appearances for the next several months.

On Tuesday of this week Marketing Specialist Bill Lomasney and our new TV gal, Betty Adams, produced the first of a series of five shows on food buying problems.

Next Monday Poultry Specialist Don Bray and his colleagues in the poultry division start a series of six shows on the Illinois 6-Point Poultry Program.

Conferences, Short Courses, and Tours...

Associate Dean H. W. Hannah's office has again prepared a folder listing the agricultural conferences, short courses, and tours which will be held on the campus this year.

A copy of this list of important events is in this week's packet for each farm and home adviser.

Special Farm Section...

We were impressed again this year by the excellent special farm bureau section prepared by the Danville Commercial News.

Each farm adviser received a copy of this special edition. Farm Adviser Orin Hertz deserves a pat on the back for lining up the stories on Extension.

2/10/55



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Press-Radio Field Day...

Dr. Kammlade, in this week's "For Your Information," is making the first report on plans for a Press-Radio Field Day to be held at Dixon Springs on Friday, May 6. We will send you additional information on these plans as soon as it is available.

Mees Meets With Editors...

Cook County's Carl Mees has lined up two luncheon meetings with cooperating editors in his county. The first will be this Friday, February 25, with the editors of North Cook County, while the southern editors will meet on March 11.

Bob Jarnagin and I will represent this office.

Speaking of Editor Meetings...

We were a little surprised that only 12 out of 95 farm advisers reported group meetings with editors during the past 18 months. We thought the number would be much higher.

We've completed tabulation of the survey of county information programs, and the final report should be in your hands in a couple of weeks.

Better Dixon Springs Coverage...

In cooperation with Bob Webb and his staff, we are setting the stage for better press coverage of the work at Dixon Springs.

We hope to have at least two releases from the station in each week's mail, and we plan to start a weekly column sometime soon.

A Current Report From India...

Jack Murray's enthusiasm for his editorial work in India continues undiminished. We thought you would be interested in a part of his last report:

"As I reported earlier, the Government of India is hot on agricultural information. They've had a number of successful programs, so this activity is being pushed ahead. Unfortunately a logical development of the program has not been planned, but this is beside the point right now. There are three important activities in the program they are pushing. One activity is the establishment of a motion picture unit within the Ministry of Food and Agriculture. Another activity is the establishment of a visual aids section. The third calls for rather comprehensive development of state agricultural information offices.

"I have been given the job of determining what kinds of equipment and supplies are needed for these various projects and of writing up the detailed specifications that will be used by FOA in ordering the stuff. My budget is $300,000. It might be interesting to take these various areas and report a few of the details on each.

"Taking the state information offices first, you may remember that multilith machines have been assigned to each state. These are just now being set up. A few are already in operation. At present, the minimum staff for each of these offices is an editor, an artist and an operator."

2/24/55



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Three Good Colums...

Many of you probably used Farm and Home Week as the source of news for your regular column and your weekly news service.

We ran across two good post-Farm and Home Week columns this week. The first was "COFFEY GROUNDS," written by versatile Glenn Coffey in Randolph County. Using notes on Frank Teuton's lecture, Glenn told his folks through his column what agricultural research means to them--as farmers and as consumers.

Ogle County's Harriett Hutchings also had her notebook out during Frank's lecture as well as during all of the sessions for homemakers which she attended. She told about the hat-trimming class, the sessions on flower arrangements, home decorations, and food preparation.

Names Make News...

Speaking of columns, here's the way G. F. Christenson started one of his recent weekly stints:

"Howard Smith was talking about the possibilities of using sorghum for silage next year. Clarence Odom had been telling him about his luck with it last year and Howard is about convinced to try some.

"Some others who have tried it are Goldman Tucker, Paul Webb, Humbert Sumners, and Tommy Tomlison. Ask them about their experience with it."

There are six names in those two paragraphs, all wrapped up in good psychology. It's always good advice to "ask the man who has tried it."

Show Cases for Education...

Next time you see Lee County's Jim Somers, ask him to tell you about his new office show cases which he had built to display educational material and exhibits.

Jim has five show windows--two on one wall and three on another. A separate exhibit can be placed in each window, or the dividers can be removed so that all five windows can be used for one exhibit.

There is a recessed light above each window, and there is storage space above and below the windows.

Jim says, "We now need a visual aids man to prepare exhibits to put in the windows."

Professional Performance...

Don Schild reports that Farm Adviser E. D. Peterson and Home Adviser Elaine Wendler staged professional performances on their first TV appearances last Thursday and Friday over KWK-TV. Pete gave a demonstration on the need for meat-type hogs, and Elaine took up the subject of small equipment for the kitchen.

The next Illinois appearance will be on February 24, when Dean Kemper, Jersey County, puts on a show featuring equipment for raising hogs. The following day, February 25, Perry County Home Adviser Mrs. Bertha Becker will demonstrate the selection of containers for home freezing.

Monroe County's E. S. Amrine is scheduled for March 10 with a show on soil types, followed by St. Clair County's Marjorie Tabor on March 11 with a show on equipment for baking.



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Better Cook County Coverage...

This year's first bouquet of lilacs goes to Cook County's Carl Mees for the way in which he handled the first of two luncheon meetings with his editors.

Last Friday Carl and his staff met over luncheon plates with nine north Cook County editors representing 15 or more newspapers. The SCS farm planner was also there, as were the president and secretary-treasurer of the county farm bureau and the chairman of the extension committee.

Carl set the stage for the discussion with a brief (3- to 5-minute) report. He explained the relation between the county Extension Service and the University of Illinois and the county farm bureau. Then he said essentially this:

"This is a big county and an important one. There are many diverse problems. I'm fairly new here and I don't know all of the problems, let alone all of the answers. If I'm going to do my job as well as it should be done, I need all the help, advice, and criticism I can get from you people. And that's what this meeting is for."

For the next hour and a half the editors gave their viewpoints on how best to handle farm and youth news in a county with such large urban populations.

In short, it was an excellent meeting.

On Friday, March 11, Carl and his staff will meet with the editors of south Cook County.

Incidentally, most of the editors said they would like to make use of Carl's regular weekly column which he is now preparing for the six or seven papers that make up the Paddock publications.

The Question of Field Editors...

Carl raised a question last week about the operation of our field editor plan. He reminded us that he hadn't seen a field editor in his county for quite some time.

We pointed out to Carl that all of the field editors were essentially shy people--and also busy. We explained that visits from the field editor depended upon an "invitation to visit" from the farm adviser. We couldn't remember having received previous invitations from Cook County. Carl said that answered his question.

Seriously, we are trying to maintain the idea of district field editors, but with Jack gone we are spread pretty thin. As things stand now, Ken McDermott is still on call for Districts IV and V. Bob Jarnagin is the editor for District I. Read handles District III, while either Bob or Read are available to substitute for Jack in District II.

Any questions?

More Good TV Shows...

Don Schild reports that two more good TV shows went over the video waves from KWK-TV, St. Louis, last week. Jersey County's Dean Kemper starred on Thursday with a show on hog equipment, while Perry County's Mrs. Bertha Becker did a professional job on Friday with a demonstration on how to select home freezing containers.

Any Interest in Photographic Workshop?..

Would there be any interest in a two- or three-day photographic workshop here on the campus early this summer?



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Well, I'll Be Darned....

There are cloudy days and then there are days that are not so cloudy. We received this note in the mail last week:

"This week's news packet was a dandy! I got 14 stories from it I can use now, on timely subjects I was needing some information about, and there are several others I will use later. The Timely Paragraphs were especially good, as were the soils and crop stories.

"We surely appreciate such good help from you and your co-workers."

The author of that message of sunshine is our truly good friend, Madison county's Truman May.

One Good Turn Deserves....

Here's a follow-up item we think is appropriate. It was gleaned from Eddie Jacquin's column in the Champaign News-Gazette. Jacquin, one-time editor of the Gazette, now lives at Alton, and he knows a good column when he sees it. He writes:

"Truman May, Madison county farm adviser, who writes a weekly column for the papers in this area and does a corking good job, by the way, (UI College of Agriculture please note) has given us hope that we can eliminate the checkweed, that pesky little beggar that spread all over our lawn last year."

Anyone else with a nice compliment?

Miss Berry Is Interested....

Last week we asked if there might be some interest in a two- or three-day photographic workshop here on the campus early this summer.

From Piatt county, Home Adviser Lorennie Berry flashes the signal that she would be interested in such a workshop. If we get one more card or letter we're just likely to set one up.

Tune Us in, Says Vermilion....

Orin Hertz and his crew in Vermilion county believe that one of the requirements of good radio and television participation is to have an audience. One way to get an audience is to let the people know you are on the air. So that's what they did.

They sent a card to their cooperators listing the day and hour for two radio programs on station WITY and a television show on WDAN-TV. Assistant Farm Adviser James Norman did the work.

Effingham's Special 4-H Edition....

This morning's mail brought a copy of "The First Annual 4-H Edition of the Effingham Daily News." And it is a honey. There are 12 pages sock full of stories, pictures, and congratulatory messages--all telling about 4-H Club work in the county.

Our hat is off this week to the hard-working county extension crew in Effingham county, who must have spent some long hours assisting with the edition.



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Dairy Mat in Packet...

Farm advisers will find a special educational dairy mat in this week's packet. The two-column mat, for special use in county publications, says a good word for the use of Sudan grass for supplementing summer pastures.

Interest in Photographic Workshop...

Lorennie Berry has company among her home adviser and farm adviser colleagues who would like to attend a photographic workshop early this summer.

From Wayne county, Home Adviser Thelma Thomas and Farm Adviser John Jacobs say they would like some more work and practice on planning and taking color slides as well as taking still pictures that tell a story.

Albert Pilch, Ford county assistant farm adviser, says to count him in, as does Farm Adviser Howard Haynes from Mercer county. Two more yes votes were cast by Assistant Farm Adviser Wendell Funk, Cass county, and Assistant Farm Adviser John H. Bicket, Cook county.

We hope to make a final decision on the workshop within the next two weeks and let you know.

Credit Where It's Due...

Cook County Farm Adviser Carl Mees says we gave him too much credit for his two successful luncheon meetings with county editors. Most of the credit, he says, should go to his two colleagues, John Bicket and Bill Whiteside. And so be it.

4-H and the Public Press...

There are few activities in the United States that enjoy better public relations or a better public press than the 4-H Club program.

Given a chance to hear and know about 4-H, newspapers and other public media go all out in supporting the activities of 4-H boys and girls.

As evidence, Tazewell County Assistant Home Adviser Joan Bruder told us this week about the county coverage given 4-H during National 4-H Week. The Pekin Times carried an exceptionally well prepared story on the day before 4-H Week started and followed that up with an excellent picture spread telling about the various 4-H projects and activities. Joan says radio station WSIV also goes all out in promoting 4-H.

The Joliet Herald-News devoted a solid 36-page special edition called the "Annual 4-H Review" to 4-H Club work in Will county. Our thanks to Assistant Home Adviser Mary Carson for sending us a copy of this superb effort. The special edition carried byline stories from every member of the county extension staff--Farm Adviser Andy Wicklein, Home Adviser Eleanor Johnson, Assistant Farm Adviser Bob Anderson and Miss Carson.

The Role of the Weeklies...

While daily papers normally have bigger staffs and better facilities than the weeklies for putting out special editions, Effingham county's Assistant Farm Adviser Don Davis calls our attention to the good work of Editor Charles Cox of the Altamont News. A recent issue carried a special 4-H tribute layout plus seven other stories on local extension work.



Extension Editorial Office University of Illinois College of Agriculture

Plans for Dixon Springs Field Day...

All farm advisers will receive a special mailing late this week or early next on plans for the Dixon Springs Press-Radio-TV Field Day scheduled for Friday, May 6, at the Dixon Springs Station.

These are the highlights:

1. Each farm adviser is encouraged to extend a personal invitation to the press, radio and television editors in his county to attend the Field Day. We hope that many advisers will be able to bring their editors to this event.
2. After April 11, when it is assumed that advisers will have had an opportunity to check with their editors, Dean Howard and Dr. Kammlade will extend a general invitation to editors.
3. The Extension Editorial Office will send invitations to editors of state, regional, and national publications by April 1.
4. The first news releases regarding the event will be mailed from here during the week of April 4.

The Field Day starts at 9:00 in the morning and closes at 4:00 in the afternoon. The program will consist of "in-the-field" inspection and discussion of the major soils, crops, and livestock research programs being carried on at the station. There will be four tour groups and four main "area stops."

A beef barbecue will be served at noon on the shore of Lake Glendale. Barbecue tickets will be $1.50.

Discuss Plans for Photo Workshop...

A tentative program for a 2 1/2-day photo workshop to be held here on the campus sometime in May was reviewed this week by the extension administrative and supervisory staff.

There was some feeling that it might be better to hold a series of one-day or two-day workshops on a district basis than to hold a single workshop on the campus.

There are advantages and disadvantages to both plans. Campus facilities would probably be better for processing and developing pictures taken during the workshop sessions. At the same time it would probably be easier for more people to attend the sessions if they were held on a district basis.

We hope to reach a decision by April 1 and will let you know. If you have any thoughts on the subject, send them to us or to Dr. Kammlade.

4-H Picture Spread...

Jackson County Youth Adviser Mildred Benz was good enough to send us a copy of an excellent 4-H picture spread carried during 4-H Club Week by the Southern Illinoisan. This paper, which circulates in six southern Illinois counties, pictorially portrayed the work of the 4-H members in a variety of projects and activities.

Law on the Farm Mats...

At last count more than 90 papers had ordered mats of the illustrated headings for the Law on the Farm column written each week by Norm Krausz.



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Editor Interest In Farming....

The surest way to get good farm news coverage in the local paper is to make sure the editor is sincerely interested in farming. That's just what the county extension workers in Marshall-Putnam Counties have done.

Assistant Farm Adviser Verl Dwyer sent us a copy of the March 8 edition of the Henry News Republican, which carried a special picture layout saluting 4-H Club work in the counties. Verl writes, "The staff reporter and the farm news editor, Moby Finfgeld, accompanied me over the county to take the pictures. Moby and his father, Richard, are exceptionally cooperative and have a deep interest in 4-H and farming.

Cooperative With Industry....

Whiteside County's Rex Rhea recently devoted his weekly column to the problem of soil insecticides. After it was published, one of the local distributors of agricultural chemicals asked permission to call attention to the column in a letter to patrons. Rex gave his permission in the spirit of cooperation with local industry.

In the letter to patrons, the company specifically urged that users of agricultural chemicals follow the recommendations of the manufacturer AND THE FARM ADVISER.

Advance Field Day Count....

Just a reminder to check with your editors as soon as possible about plans for attending the Dixon Springs Press-Radio-TV Field Day. Then send us the advance registration card.

Camera Helps Exhibit Judges....

Assistant Farm Adviser Max Fox of DeKalb County has come up with a new wrinkle to aid in the judging of exhibits and window displays.

Max and his associates recently staged a 4-H Window Display Contest as part of National 4-H Club Week. Will County's Andy Wicklein and Mary Carson were the judges. Max writes, "As I accompanied the judges to the different displays, I had a Polaroid Land Highlander Camera with me, taking pictures of each window and developing the print immediately. As the judges began to make their decisions on the winners, the picture record of what they had seen in the nineteen windows surely helped them in making the final choices."

Which Reminds Us....

We've been asked a number of times to express an opinion about the advisability of buying a Polaroid camera for use in county extension work. For the most part, we've been on the cautious side. Our feeling is that a Polaroid camera would be nice to have as an extra or luxury item. We would buy it after we had a suitable press or reflex camera and a suitable 35 mm. camera--if we had the money for a third camera.

Column Browsing....

Just been browsing through a number of excellent farm adviser columns which found their way into our mail basket. The authors include Floyd Smith, R. J. Hollensbe, Charlie Glover, Hubert Fulkerson, Glen Coffey, and Earl Lutz.



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Attention! Farm Progress....

Evidence of Ed Bay's guiding hand can be seen in the excellent special farm editions recently put out by the Illinois State Journal and the Illinois State Register.

The Journal farm edition was a full 38 pages of pictures and copy telling about farm progress in the central Illinois area. Research, extension, and youth activities were given top-level attention.

The Register effort was also a 38-page edition with two pastoral pictures gracing the front page.

So this week's bouquet of violets goes to Farm Adviser Bay for reminding his "big city" newspapers that agriculture is still one of the nation's most important industries.

Farm Tour Promotion....

One of the best ways to get farm people to take part in a farm tour is to give them plenty of advance information about what they are going to "see" and "hear."

Knox County Farm Adviser A. R. Kemp did just that a couple of weeks ahead of his livestock feedlot tour. With a reporter-photographer at his elbow, Kemp made the rounds of the tour stops in advance, and the result was a half-page advance picture story about the coming tour in the Galesburg Register-Mail.

The people also did a series of follow-up stories after the tour was over.

Photographic Workshop....

It has not yet been possible to make final plans for the talked-about Photographic Workshop. A workshop will be held in late May unless district conferences are called for that month. If there are tobe May district conferences, the Photographic Workshop will probably be postponed until next fall.

SCS Information Workshop....

This office participated Tuesday in an all-day information workshop for soil conservation farm planners of District 10. The workshop was held in Mt. Vernon for the district that covers 10 southern Illinois counties. Six farm advisers also were on hand.

This workshop was more or less an experimental project, and a decision will be made later regarding possible repeat performances in other sections of the state.

WMIX Farm Radio Shows....

After the information workshop. Farm Adviser Don Lee held a quick conference with the area farm planners and farm advisers to review participation plans for the WMIX farm radio show. Six counties are taking part in these programs, the farm adviser taking the mike on Monday and the farm planner speaking his piece on Friday. There is a youth program on Saturdays.

4/7/55



Extension Editorial Office University of Illinois College of Agriculture

Report to You From You...

It took longer than we wanted it to, but here at last is our report to you on your report to us.

Last winter we said we would surely appreciate a quick rundown from you on your county information activities. You came through in great style. We had replies from 95 farm advisers and 68 home advisers.

It took a while to get the figures tabulated and a while longer to get the summary prepared and printed. But now it is finished, and the picture is a bright one.

Sixty-six percent of the farm advisers and 59 percent of the home advisers report serving county editors <u>regularly</u> with a press service. About the same number of farm advisers write a personal column, although only 26 percent of the home advisers have ventured into the column-writing field.

You also report that radio is playing a big part in your information efforts. More than half of the home advisers and 62 percent of the farm advisers said they had a regular radio program.

Television isn't cutting such a big swath as yet. Only 10 percent of the home advisers reporting and 6 percent of the farm advisers said they were participating on television regularly. (The survey was taken before the start of participation on KWK-TV.)

Our only major disappointment was in the small number of meetings with editors held during the year.

Well, as the newsboys say, you can read all about it in the summary report. There is a copy for each farm adviser and each home adviser in this week's packets. You may be interested in comparing your information program with the "majority."

Don Schild Resigns...

When Don Schild joined the Illinois editorial family in September, 1952, the visual aids program was little more than a sincere ambition.

During the past $2\frac{1}{2}$ years, Don has done much to transform that ambition into a solid, forward-looking, well-rounded visual aids parade. He made chalk boards, flannelgraphs, pegboards, and exhibits a working part of the editorial emphasis. And he never had time to figure out how long an 8-hour day should be.

There are a lot of other nice things we could say about this fellow, but it won't do a lot of good now.

A couple of weeks ago the Federal Extension Service set out to hire the best agricultural visual aids man in the country. Don Schild was their pick, and on June 1 Don will report for work with the Extension Service's Division of Information, headed by Lester A. Schlup.

As the Visual Aids Specialist for the Federal office, Don will be "on call" for help in all the states, and we expect to make quite a number of calls during the years ahead.

We know all of you hate to see Don leave as much as we do and that he has your best wishes for the future.

Need Advance Count for Field Day...

Just a reminder for farm advisers. The Dixon Springs Press-Radio-TV Field Day is just three weeks away. You can help us a lot by letting us know by April 22 just how many will be attending from your county.

The special invitation from Dean Howard and Dr. Kammlade is being put in the mail this week.



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Postpone Photographic Workshop....

"Due to circumstances beyond our control," it has been necessary for us to postpone the planned photographic workshop at least until next fall. There were several reasons for this decision:

The month of May seemed to be the best time from our standpoint. But the May days were pretty well filled with the state conference for home advisers and the district conferences for farm advisers. It was not possible to resolve the question of whether to hold one workshop here on the campus or several workshops over the state. And, last, our crew will be shorthanded after June 1 with Jack in India, Jessie on sabbatical, Ken attending summer school in Wisconsin. and Don Schild joining forces with the federal office in Washington.

Experience shows, though, that it's not too early to be making plans for a fall workshop. We need your ideas on what you would like to see included in the program. Enclosed in this week's packet is a copy of a proposed program covering 2 1/2 days. Would you take a look at it, mark the changes you would suggest and send it back to us sometime during the next couple of weeks. Then we can work up a final plan that should please the maximum number of people.

Career Day May 14....

If you know young people who are considering college next fall, you might have them mark the date of May 14 for a visit to the College of Agriculture. That's the date set for Agricultural Career Day. You'll be getting more information soon from the Associate Dean's office.

Push Ahead on Field Day Plans....

A visit Friday with the Dixon Springs staff furnished ample evidence that the boys down there are doing everything possible to make the May 6 Press-Radio-TV Field Day a success. Here is the way plans are shaping up at this time.

The administration building will serve as registration and assembly headquarters. When you and your guest editors arrive register as soon as you can. You will also want to buy your luncheon tickets and get your name cards.

As each tour group (about 40) is formed, it will be briefed on the overall operations of the station, given a tour schedule and assigned a bus and a tour guide. You will complete half of the station tour in the morning and the other half in the afternoon. Lunch, as you know, will be a beef barbecue on the shore of Lake Glendale.

The program will end at 4:00 o'clock when your tour group returns to the administration building. Each visitor will then be given an information packet covering the work of the station.

We do need your advance registration cards, though, before we put a final cap on the plans. Would you return the card to us even though you don't plan to attend the Field Day.

Jack Writes From India....

From New Delhi, Jack Murray writes that an agricultural information workshop for state extension information workers and a monthly information news letter are being given top priority now on his work schedule. The Frank Shumans were guests of the Murrays a couple of weeks ago.



Extension Editorial Office University of Illinois College of Agriculture

What Editors Talk About...

Fifty agricultural college editorial workers from six midwest states held a conference last weekend at White Pines State Park. You might be interested in a brief review of what editors talk about when they get together for such a confab.

The editors talked about the growing use of information methods by county extension workers. And there was serious discussion on the ways and means through which the state editorial office could be of most help to the counties. There seemed to be general agreement that we should be spending more time on county information assistance, although the "spoon-feeding" type of help should be avoided.

The editors talked about the complex problem of television production and television services. One of the big questions involved the kinds of services commercial stations wanted, needed, and would use. Wisconsin is going strongly in the direction of sound film segments. Purdue believes the stations would rather have silent film segments accompanied by a script for the station to use. Another state felt that stations would prefer a complete 15-minute program all wrapped up and ready to go on the air.

Considerable attention was given by the editors to the need for a better program of agricultural journalism training for agricultural and home economics students in college. Only two states include agricultural journalism as a required course for graduation. These two states are Iowa State and Kansas State. There was agreement that more states should require such courses as a part of the undergraduate program.

Alternative Field Day Menu...

Some of you have been asked whether or not there will be an alternative menu to the beef barbecue planned for the Dixon Springs Press-Radio-TV Field Day. The answer is yes.

Plans Radio Study...

During the next couple of weeks Bob Jarnagin will make a series of intensive case studies of the farm programming operations of a number of Illinois radio stations. The study is part of his graduate program in journalism and communications.

Our objective is to find out what these stations are now doing in the way of farm programming, what they plan to do in the future, and what kind of help they would like to have from county extension offices and from the state editorial office. The case study reports should be completed by the end of this semester.

Graduate student Harold Ruggles will make a similar study in the future on farm television operations of selected Illinois television stations. Harold, as you may remember, is on leave for a year from his job as county agent in Erie County, Ohio. He will complete his graduate work at the end of the summer term.

Speaking of Graduate Work...

If any of you would like to consider graduate work leading toward a master's degree in journalism and communications under an assistantship in agriculture, drop us a line or stop in to see us the next time you are in town. There are a number of possibilities.



Extension Editorial Office University of Illinois College of Agriculture

How Good Is Radio?....

On Monday we reviewed the "Report on County Information Programs" with Dr. Kammlade and the agricultural and home economics supervisors. There was agreement that you people are doing a pretty darned good job of using press, radio, and television. As they say in 4-H, though, we need to make the best better.

One supervisor asked how effective radio was as a means of doing extension work. We ventured the opinion that there was no pat answer. There are many factors that vary from station to station and county to county. How good a job you can do in reaching people with radio depends on how big an audience listens, and that depends on the popularity of the station, the time of day the program is on the air, competition from other programs on other stations, and the kind of job you do in presenting your stuff.

The question we would ask is this: How many people would you have to reach with radio to make your appearance worth while? We would guess that there are few radio programs on the air today that do not reach audiences numbering at least in the hundreds. If you felt that you were reaching only a hundred or two hundred people with your radio program, do you know of any other method of reaching more people in less time and with less effort?

If you have a radio program, one way to find out how many people listen to it is to ask them. You can do it easily with a simple postcard survey. Use a double postcard; ask the questions on one card, self-addressed to you. Tell the folks you send it to that you want to find out, quite frankly, how many people listen to the particular program that you are on.

How Much Time?....

Another member at the meeting also pointed out that it was difficult to know "how much time" should be spent on such mass methods as press, radio, and television. The question of time can't be answered easily either. Lincoln is credited with saying that a man's legs should be long enough to reach the ground.

We would say that you should spend as much time using press, radio, and television as it takes to make the most effective use of these media. And this depends upon your local situation.

How much time should be spent on personal visits? Office calls? Meetings? Tours? Telephone calls? Letters?

If you want one man's opinion, we would suggest that from two to four hours a week would not be too much to spend on using mass methods. What's more, we'll buy a cup of coffee for every adviser who can show us that he or she spends more than four hours a week preparing material for press, radio, and television.

Voices of Experience....

If you have an extra couple of minutes look through this week's packet and find the copy of the report, "Voices of Experience," and take a look at it. Three men from Iowa State College and the former Director of Extension from Michigan State College tell why they are pulling out all the stops in using educational television.

Speaking of television, the current word here is that the University of Illinois station may be on the air before July 1.



Extension Editorial Office University of Illinois College of Agriculture

Editors Enjoy Dixon Springs...

More than 100 press, radio, and TV editors reviewed the research work at the Dixon Springs Station Friday. And they were impressed with what they saw. These editors joined with farm advisers and other guests who swelled the total Field Day attendance to more than 150.

Bob Webb and his hard-working crew had the day's program planned to perfection, and the weatherman cooperated by providing an umbrella of haze to make the day comfortable and enjoyable.

The home bureau units from Pope and Hardin counties also cooperated by putting on a first-class beef barbecue and fish fry on the shore of Lake Glendale.

Here's a sample of what was covered at the Field Day: soil fertility studies, pasture renovation, deep tillage, beef herd management, sheep production, small grain variety studies, alfalfa studies, timber management, and post cutting and treating. And as the editors fanned out from the station on their way home, they surely noticed the impact of the Dixon Springs research on agriculture in southern Illinois.

Career Clinic for Agriculture...

From DeKalb County, Al Golden writes: "Our local radio station WLBK has been sponsoring a Career Clinic for various vocational fields. The station gave agriculture 30 minutes instead of the usual 15 which other groups were using. We were on Sunday, May 1, at 1:30."

Al was moderator of the panel, which included talks by local agricultural leaders representing nearly every field of agriculture.

Next Question Please...

The editorial office has been asked to take 30 minutes during the Friday morning session of the June Conference for farm advisers. Our assigned topic is "Keep People Informed About Extension."

We would like to use those 30 minutes kicking around the 10 most troublesome questions you men face in handling county information work. That would give us 3 minutes for each question, which is probably long enough for us to express any opinions or ideas we have on any subject.

If you have a question that you would like to have discussed during this session, would you drop us a card and let us know what it is. And, doggone it, if you don't drop us a card with a question on it, we will probably give a dry, 30-minute lecture. Can't think of anything worse than that.

Mrs. Keller Promotes 4-H...

Hats off this week to Macon County's Lula Keller and Mary Binkley for a top-notch job on a direct mail 4-H promotion piece.

Mrs. Keller and Miss Binkley mailed an 8-page multicolor leaflet to parents of young girls in Macon County telling the what, why, and how of the 4-H Club work in the county. The pages, each a different color, were stapled at the top and staggered at the bottom so that each page could carry a page heading. Nice job.

Effective direct mail may be one of our best but least used methods of reaching people with information.

5-12-55



Extension Editorial Office   University of Illinois   College of Agriculture

Sources of Fertilizer Information...

In an effort to ascertain when, where, and how farmers get information on new fertilizer practices, Iowa State College, in cooperation with the TVA, in 1953 interviewed a random sample of 532 farmers. Results of this interesting study, entitled "Informational Sources Important in the Acceptance and Use of Fertilizer in Iowa," are carried in a recent publication (Report No. P 55-1) prepared by Associate Extension Director Marvin A. Anderson.

Director Anderson places causative factors involved in practice acceptance in four groups: mass media, agricultural agencies, neighbors and friends, and salesmen. The four principal stages through which an individual goes from first acquaintance with the new idea to its use are labeled as the awareness stage, the interest stage, the trial stage, and the practice acceptance stage.

The report indicates that "Mass media rank first (according to number of times named as a causative factor) in calling attention to a new practice and in providing early information about the practice. Agricultural agencies for the most part have the responsibility for extending new facts to farm people, but rank second in importance. Neighbors and friends, and salesmen are apparently relatively less important in the early stages of practice acceptance. When an individual is considering trying a new practice, his neighbors and friends become the most important informational source, whereas mass media are third in rank of importance. This is likewise true in the fourth stage where practice acceptance occurs."

Golden Surveys Audience...

Last January DeKalb County Farm Adviser Al Golden sent some of his county farmers a mail questionnaire in cooperation with radio station WLBK. Al has a half-hour show on the air every Wednesday and Friday from 12:30 to 1:00 p.m. He sent out 500 questionnaires, and 117--or 23.4 percent--were returned. Of those who returned the questionnaires, 38 said they usually listened to Al's program and 41 said they sometimes listened. That totals 67.5 percent compared with 37.3 percent who said they did not listen and 5.2 percent who did not answer.

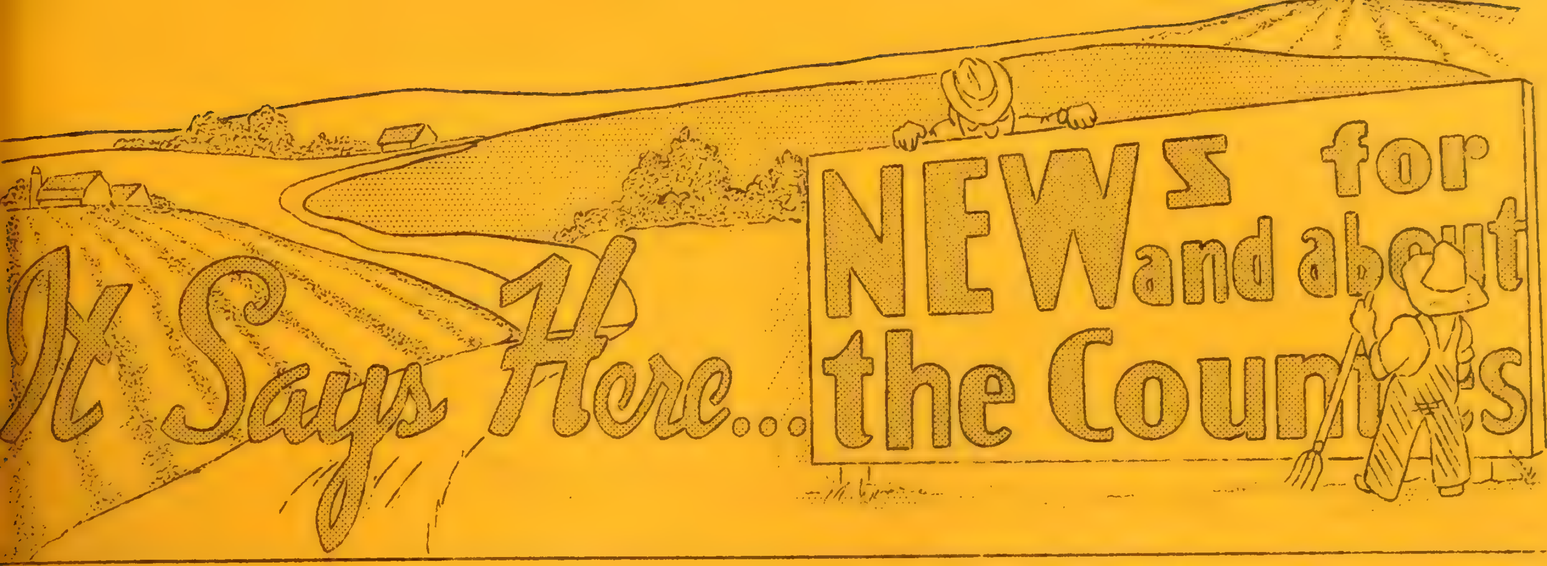
By 6:00 a.m. 48 percent of the farm radios represented by the returned questionnaires are turned on. The proportion jumps to 63 percent by 6:30 and to 85 percent by 7:00. WLBK ranked after WLS and WGN in percentage tuned in before 6:30 a.m. but took a slight lead between 6:45 and 7:15. Between 12 noon and 1:00 p.m. more of these farmers were listening to WLBK than to any other station.

As for other DeKalb county extension programs, "4-H on the Air" rated 38.6 percent listeners usually or sometimes, and "Home Bureau on the Air" rated 45.4 percent. The I.A.A. interviews on Mondays rated 69.3 percent.

Don Doerr Does Column...

To bring your records up to date, add the name of Edgar County's Don Doerr to the list of county column writers. The first samples we reviewed were excellent.

5/19/55



Extension Editorial Office University of Illinois College of Agriculture

Home Economics Editor Needed....

Here we go again! We are currently starting the search for a topnotch home economics editor to take Zoe Berry's place when she leaves in late August. The position is that of assistant extension editor in the home economics section of the editorial office, and the person would work as a member of a two-girl team with Jessie Heathman in using press, radio, and television to tell the home economics story.

Ideally, the person needed in this position should have these qualifications:

1. College training in home economics.
2. Several years of experience in the home economics educational field, preferably as an adviser or an assistant adviser.
3. College training in journalism or some practical experience in using one or all of the media of press, radio, and television.
4. A keen interest in the editorial field and confidence in what can be accomplished with information methods.

We have the feeling that there is more than one home adviser or assistant adviser in Illinois who meets these qualifications and who might be interested in the editorial field as a profession. But we need to know who you are and where you are. So, if you think you might be interested in the position, would you drop us a line soon and tell us about yourself? We'll also be glad to answer any questions you might have about the position and the work.

5/26/55

Information On Tape Recorders....

From time to time we've been asked about kinds and makes of tape recorders to buy. We haven't always had the answers. We still don't, but we know where you can get them.

Write to Audio Devices, Inc., 444 Madison Ave., New York 22, New York, and ask for a copy of the "Tape Recorder Directory." This publication is free.

The News From Jersey....

From Jersey County, Home Adviser Marjorie Leach reports on the information activities of the extension team there.

Farm Adviser Bob Long picked up where his predecessor left off with a mighty good weekly column in the local paper. Assistant Farm Adviser Jerry Wedekind also does a weekly stint on 4-H which should be equally well received by the readers.

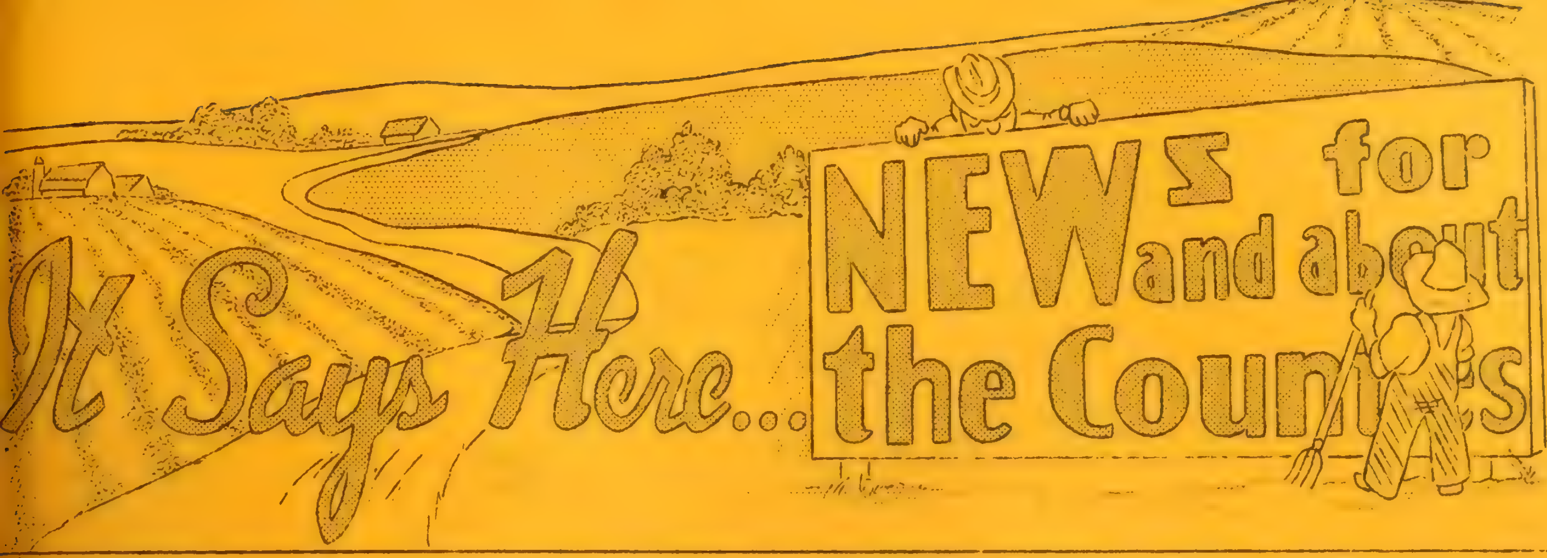
Marjorie says her column hasn't blossomed yet, but the day is fast approaching when it will bloom forth.

Steak Dinner Challenge....

Here's a challenge that shouldn't go unanswered. Any takers? Perry County's Les Rogers sent us a full-page clipping from the DuQuoin Evening Call reporting the Dixon Springs Press-Radio-TV Field Day.

We now quote Les: "I will challenge any farm adviser to a steak dinner who can show you better coverage in a daily paper. Will you be the judge?"

Yes, we will be the judge, and if any of you would like to challenge Les for that steak dinner, send your entries to us before the June conference.



Extension Editorial Office University of Illinois College of Agriculture

They Went Thataway....

We used to say on the farm that March 1 was moving day. But around this house it seems to be June 1. People are going off in all directions. Here's the last count:

Visual Aids Specialist Don Schild is now hanging his hat in the U. S. Department of Agriculture's South Building as the Visual Aids Specialist for the Division of Information of the Federal Extension Service in Washington. During the 2 1/2 years Don put up with us here in Illinois he gave the visual aids program a mighty shove forward.

Artist Camilla Dade who left the mountains of Colorado for the plains of Illinois has found that her heart still belongs to Denver. So June 1 found her heading westward, and we hope her mental pictures of the University of Illinois will be done in pleasant colors.

Editorial Assistant Betty Adams is preparing to enter one of the most important of all careers--motherhood. She came to us pert and sassy from the bluegrass of Kentucky and stepped into our budding television efforts last fall and winter. Her husband, E. G., is scheduled to get his master's degree in animal science this summer.

In addition to these departees, three of the old timers will be away for the summer--Jack Murray in India, Jessie Heathman on sabbatical, and Ken McDermott at summer school in Wisconsin. As mentioned last week, Zoe Berry will stick with us until August when she too flies away with her husband.

Credits For Coverage....

Henry County Assistant Farm Adviser Dale Hewitt doubts if many areas in the state get better farm and 4-H coverage than they do in Henry County. To back up his contention he sends along a tear sheet from a recent issue of the Kewanee Star Courier with the columns liberally sprinkled with county extension news.

Dale says the coverage in the Moline Dispatch, Rock Island Argus and other newspapers in the area is just as good.

We know Dale has let these papers know his appreciation for such excellent cooperation.

Minnesota Uses Mass Methods....

Minnesota's Extension Editor Harold Swanson sent us a copy of the results of a survey he conducted on the use of mass information methods by new county agents in that state. Thirty-eight new agents were surveyed. Here are some interesting percentages:

Of the 38 new agents, 83% issue a regular news service, 52% write a personal column, and 55% write special feature articles for the local papers.

In radio, 62% have a regular weekly radio program, and 52% have access to tape recorders.

Equipmentwise, 20% of the new agents owned a black and white camera, 49% owned a 35mm camera, 59% used a flannelgraph, 70% had a blackboard, and 55% made use of exhibits.

Only 4 of the 38 agents had a regular television program.

6/2/55



Extension Editorial Office University of Illinois College of Agriculture

A Report of the Conference....

Every year about this time we include an item in this weekly piece about the need for keeping people informed about extension work. It has always seemed to us that the annual summer conference offered a variety of good pegs on which to hang news stories and radio reports.

By the time you read this, the conference will be over, and you probably have a notebook full of information you took down during the 2 1/2 days. You might be surprised at the number of people who are not completely familiar with the relationship you have with the University and the College of Agriculture. Now would be a good time to let them know.

Tie-In Advertising....

Cumberland County's Chuck Federman has proved the old adage that "many hands make light work." When the time came to let the people know about the Toledo Soil Experiment Field Day, Chuck wheeled out his big information guns. He fired a main salvo in his weekly column, gave supporting fire in special news stories carried by local newspapers, brought in a flanking attack with radio reports on his area radio stations. The final assult came when the local business firms plugged the field day in their regular newspaper advertisements. The local grocery stores, clothing stores, dry-cleaning establishments, and even the movie theaters carried this message or a similar one: "BETTER FARMING MEANS A BETTER COMMUNITY. ATTEND THE SOIL EXPERIMENT FIELD DAY FRIDAY, MAY 27."

6/10/55

Prairie Farmer Speaks....

One of the best cooperators we have in the College of Agriculture is PRAIRIE FARMER. And the man we see the most of on the Prairie Farmer staff is Field Editor Dick Albrecht. Dick just walked into the office to chat about plans for the Farm Progress Day this fall, and I've asked him to tell you about those plans.

******

The 1955 show, to be held on Sept. 29 and 30 three miles northeast of Belvidere, will actually be a group of many special shows. Commercial exhibitors (over 200 are expected) are being asked to make their exhibits as educational as possible. At present we plan to group each type of exhibits, give them some extra group space, and encourage them to help us set up such things as a crop-drying show, a land-clearing show, a machinery show, a feed-handling show, and a Home Progress Show.

It is hoped that the extra space allotted will be used for displays of a general educational nature.

What we particularly need are ideas and suggestions from the field on what subjects and what particular points are in greatest need of being stressed in the northern half of Illinois. Where you expect to handle masses of people (probably over 100,000 in two days), I believe educational features must be made simple and direct.

Because of the large throngs that seem to turn out consistently for the show, we feel that a great opportunity for "mass" education exists there.



Extension Editorial Office University of Illinois College of Agriculture

Press Coverage for Engineers....

The American Society of Agricultural Engineers is meeting here this week, and that means more than 1,000 guests on the campus representing this important field.

The machinery for press-radio coverage of the conference was set in motion several months ago. Ben Jones of the department of agricultural engineering here has been in charge of local arrangements for this coverage, and we've given a hand when and where we could.

A Weekly Salute to 4-H....

When Bureau County's Assistant Farm Adviser Louis Engelbrecht took a batch of 4-H mats to his local newspaper editor in Princeton, the editor expressed the firm opinion that local 4-H stories and pictures were a couple of hundred times better than mats. Louis agreed and decided to do something about it.

His answer has been a weekly salute to one of the 4-H Clubs in the county. Armed with a polaroid camera and a sharp pencil, Louis pays a weekly visit to a representative of the "Club of the Week." The member who is visited is usually the president or one of the officers. With this representative as an example, Louis tells the story of what this boy is doing in his club and includes a review of the club's activities.

His next stop is at the home of the Club leader, where he shoots another picture and gets pertinent information on the leader's role in the 4-H program.

So far Louis has completed 9 of these weekly 4-H features, and he has 12 more to go.

Advice from Advisers....

During the past 7 or 8 years we have had much good advice from farm advisers in the field. Much of this advice we have solicited. There have been many times, however, when we have wanted a better system of advisement, and now it looks as though this system can be worked out.

During the summer conference of farm advisers, a decision was made to have the Information Committee of the Farm Advisers' Association serve as an advisory committee for this office on information problems of interest to the advisers. As you know, this committee is made up of representatives from each of your association districts. The members are Arnold Rowand, Hubert Fulkerson, O. O. Mowery, Ralph Broom, Darl Fike, Ray Nicholas, and Warren Myers, chairman.

This committee, in its advisory capacity, will represent you in suggesting ways and means by which we can mutually strengthen the use of information methods in extension work. You can help by channeling your suggestions to the information committee member from your district.

As planned now, the committee will meet only at those times when the members are going to be on campus for other events and activities. Much of the work will be done via the U. S. Postal Service.

If you have any questions about what this committee is supposed to do or how it will function, drop a line to Chairman Myers.

...Speaking of the conference, the picture orders should be in the mail by the end of this week.

6/16/55

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

A Column About Columns....

During the past year or so we've used quite a supply of adjectives in telling about some of the excellent personal columns you people are writing. This morning we've spent a pleasant half hour going over three excellent ones:

Rogers Rambles -- Perry County's Les Rogers has started a new column called "Rogers Ramblings" in the DuQuoin Evening Call, at the request of the editor. His first issue was a dandy--and one of the easiest to write. Les simply reported on a series of farm visits he had made in the county on one day. He told about visiting one farmer who had asked whether or not he should replant a soybean field. On the next farm he helped select the site for a new trench silo. While there he took a look at a field of Ladino. The next stop found him inspecting a trench silo about to be filled with alfalfa--and so on around the county. Les also writes another column called "Over the Farm Adviser's Desk," and it is just as good

Farm Notes by Smith -- In his column, "Farm Notes," Washington County's Wilbur Smith expertly combines news items with names with subject matter in an appealing recipe for reading. In one column he included items about the soil experiment field day, the Farm Youth Exchangees who had arrived in the county, the annual meeting of the DHIA, plans for the annual Wheat Day, the coming-up 4-H radio broadcast, and a word of warning about infestations of armyworms in rye.

The Deacon From Danville....

Since we have to start at the top here on the right, we are giving a special head to column number 3, born on the 5th day of June and fathered by that deacon from Danville, Orin Hertz.

Orin is an old hand at column writing, but until now he has confined his effort to the official county farm bureau publication. Now he has broken forth with "Farm Fare" in the widely read Danville Commercial News. In typical Hertzian fashion, Orin lays it on the line in his first column. He told his readers the only purpose of the column was to furnish interesting and informative material for the readers. If it didn't do that, he said, the paper could better use the space some other way. He also said that "names make news" and that when he used a reader's name he hoped the reader would be pleased.

Here's the way Farm Fare featured one item:

"Tom Layden, Hoopeston, was in the other day and we talked about weed sprays in growing crops and cutworm damage in early planted corn...."

From there Orin went on to give some treatment recommendations which a good many farmers in the county will be interested in.

Shake Hands With Bob Nemcik....

Bob Nemcik, Michigan State agricultural journalism graduate, has joined the crew in 330 Mumford for the summer to help take up some of the slack. Bob plans to take graduate work in communications this fall.

6/23/55



Extension Editorial Office University of Illinois College of Agriculture

Summer Time Is The Time....

Summer is the time for cultivating corn, harvesting wheat, hoeing weeds, doing a little fishing. Summer is also the time when most of you are working harder and longer and hoping to snatch just a few days for family vacations.

Unfortunately, summer is also the time when it would be much easier to slack up a little on news services to the local papers and radio stations. The trouble is that summer is the time when editors and radio people are often the most in need of news.

For a new adviser, summer would be the best possible time to start that much talked-about regular news service and that personal column. There is less competition for space in the news columns. Editors like to get some copy set up ahead so they can do a little fishing too.

What to write about in the summer time? Many things. Garden care, lawn care, weed control, fighting insects, hunger signs in field crops, 4-H camping, farm and home safety, mowing pastures, shade for livestock, new crop varieties, 4-H projects, poison ivy, farm ponds, irrigation, water supplies, new kitchens, grain storage buildings, farmstead layout, fishing.

Do you keep a file of releases sent to you each week in the information packet? If not, it would be a simple matter to mark a folder for each month of the year. Then you could file copies of releases by months. By taking a look at your file for July and August you would have all the news story tips you need.

6/30/55

Where Farmers Get Information....

A couple of weeks ago we mentioned the Iowa State College - TVA study on "Informational Sources Important in the Acceptance and Use of Fertilizer in Iowa." Here's some more information on what that study found out.

"The different media are relatively more important in one stage than in another. In summing the research information available on the different media for the different stages, the following order of importance emerges for the different stages."

Stage I. Awareness

1. Mass media
2. Agricultural agency
3. Neighbors and friends
4. Salesmen

Stage II. Interest

1. Mass media
2. Agricultural agency
3. Neighbors and friends
4. Salesmen

Stage III. Trial

1. Neighbors and friends
2. Agricultural agencies
3. Mass media
4. Salesmen

Stage IV. Acceptance

1. Neighbors and friends
2. Agricultural agencies
3. Mass media
4. Salesmen



Extension Editorial Office University of Illinois College of Agriculture

Something To Think About...

FARMING IS BIG BUSINESS! "Today's farmers need each year 7 million tons of finished steel -- more than was used for last year's total output of passenger cars.

"At the present, farmers buy 50 million tons of chemical materials a year -- five times the amount they used in 1935.

"Today's farmers need each year 19½ billion kilowatt hours of electrical power -- enough to supply the needs of Chicago, Detroit, Los Angeles and St. Louis for a full year."

Those are some of the astounding facts about agriculture included in the attached report on "The Importance of Agriculture to Transportation People." The report was prepared by A. F. Stephens, general agricultural agent for the Gulf, Mobile and Ohio Railroad. Many of you know Steve, and we are reducing It Says Here this week to give you time to read his paper. In it you will find much ammunition for new stories, column items, and talks you may give before city groups.

7/7/55

THE IMPORTANCE OF AGRICULTURE TO TRANSPORTATION PEOPLE

A. F. Stephens
General Agricultural Agent
Gulf, Mobile and Ohio Railroad

Agriculture, including forestry, is America's largest single industry. Its total value is about 160 billion dollars Income to farmers from all sources at this time exceeds 40 billion dollars annually.

Here in central Illinois the average capital investment per farm for typical family farms averaging 255 acres in size is approximately 90 thousand dollars. This includes land, buildings, livestock, equipment and supplies. On the better farms in this area, it takes a 50-thousand-dollar investment to create one farm job. In American industry it takes an average investment of 12 thousand dollars to 15 thousand dollars to create one industrial job. In St. Louis, where I live, 60 percent of the jobs are in industries directly or indirectly related to agriculture, according to a survey by the St. Louis Chamber of Commerce.

Our agricultural economy has undergone a great change in the past twenty years. Dr Earl Butz, a former Purdue University farm economist and now Assistant Secretary of Agriculture, made this statement recently in a speech:

> "Although our farmers may still be pictured in folklore and poetry as 'little guys,' who have escaped the modern scientific revolution, nothing could be further from the truth. American agriculture has come of age in the last two decades. It is now big business.... Scientific research in agriculture has changed farming from a 'way of life' to a 'way of making a living.' The 'country hick' of a generation or two ago has almost completely disappeared from the American scene. The city limit sign which appears at the edge of your county seat town no longer means the same as it did a generation ago. It is now just a tax boundary. It is no longer a cultural boundary, a recreational boundary, an educational boundary, a social boundary or an economic boundary."

Now just how important is this great industry of agriculture to those of us engaged in transportation? From a traffic standpoint we ordinarily think in terms of grain, livestock, cotton, forest products, dairy and poultry products, fruit and vegetables, wool and many lesser items of production. These items represent 25 percent of the freight traffic on our country's railroads coming directly or indirectly from the land. For my company the figure is approximately 42 percent. These figures give us only a partial answer to the question of agriculture's importance to us.

A revolution has taken place in the production and production practices of farmers during the last 20 years and especially so during the past 10 years - and today agricultural traffic is no longer a one-way street, but flows both from and to the farm in large quantities. No longer is agriculture the highly self-sufficient industry it was just a generation ago.

I would like to quote a statement made by Mr. Lloyd E. Partain, director, Agricultural Relations and Marketing, Better Farming Magazine, at the

annual meeting of the American Railway Development Association this past spring. Mr. Partain said:

> "Forty years ago most of the energy used on farms was muscle power supplied by animal and human labor. The fuel for this power came largely from the farm itself in the form of feed for horses and mules and food for farm workers. Farmers in most parts of the country depended on livestock manure for their fertilizer supply. The uses of limestone, phosphates, potash, complete fertilizers--all heavy tonnage items--were limited. Most of the seeds for the new crop were picked from fields or cribs on the farm or within the immediate neighborhood. The great commercial feed industry was just being born. (In 1954, thirty-five million tons were sold.) Home butchering - now essentially a lost art - was a widespread and necessary custom. Home baking and canning were routine chores. The kerosene lamp, and hand pump or windmill, the wood pile and the coal bin involved little that had to be purchased from off the farm. Home grown bread grains were still ground for tolls. Most of the goods and services required for production and living came from the farm itself. The cost of a two-plow tractor at today's prices would have financed the production expenses on an average U. S. farm 40 years ago for 3 or 4 years -- but now for no more than 6 months."

Mr. Partain stated further:

> "Today's farmers need each year 7 million tons of finished steel -- more than was used for last year's total output of passenger cars.
>
> "At the present farmers buy 50 million tons of chemical materials a year -- five times the amount they used in 1935.
>
> "Today's farmers require in a year more than 20 million gallons of crude petroleum -- more petroleum power than is used by any other industry. The 320 million pounds of raw rubber farmers use in a current year is enough to put tires on 6 million automobiles.
>
> "Today's farmers need each year 19 1/2 billion kilowatt hours of electrical power -- enough to supply the needs of Chicago, Detroit, Los Angeles and St. Louis for a full year.
>
> "Today's farmers are producing at least 45 percent more than just 20 years ago. Steel, chemicals, power and other non-farm resources have been substituted for additional farm land, which we no longer have, and for labor. Soil and water conservation, supplemental irrigation, hybrids, improved land and livestock breeding and better allround farm management have been other inputs contributing to increased production."

The Portland Cement Association recently released figures showing that farmers are currently buying more cement than are all the nation's highway departments.



Extension Editorial Office University of Illinois College of Agriculture

Recognition for Editorial Achievement...

Have you taken a picture during the past year which you're pretty proud of? Do you have a set of slides which tell an interesting story? Have you wondered sometimes how your personal column stacks up with the columns written by some of your colleagues? Do you have a tape-recorded interview which your radio station thought was a good one?

Last question: Do you believe in the American spirit of competition?

Our reason for asking these questions is this:

During this year's Fall Conference of Extension Workers we would like to give deserved recognition to county extension workers for outstanding county information work. Under this plan, we would like to have you submit examples of your editorial work for competitive rating by a panel of experts.

The attached outline explains the program. You'll notice that we have worked out four divisions of editorial services: Division I--Press Services; Division II--Radio and Television Services; Division III--Photography, and Division IV--Sweepstakes. There are three entry classes under each of the first three divisions for a total of nine classes all together.

For each of the nine classes, there will be a first, second, and third place rating plus designations of Honorable Mention.

We hope to be able to offer some nice prizes for the top ratings in each of the nine classes with special prizes for the sweepstakes winners.

For All Advisers and Assistants...

Here are some additional details about the program:

1. The attached outline describes each of the nine classes and tells what should be included in the entry for the class.
2. Each entry should be accompanied by an entry card, and these cards will be sent to you shortly after the first of August.
3. All entries must be mailed to 330 Mumford Hall by September 15.
4. All farm advisers, home advisers, assistant advisers, and youth assistants may submit entries for any and all of the nine classes.
5. The initial judging will be done by a special panel selected for the classes in each division. The final rating will be done by a well-known authority in each of the three fields.

We wanted to get this information out to you early, so that you would have plenty of time to plan for the entries you want to submit. You can make only one entry for each class, but you can enter as many classes as you wish.

If you have any questions about the plans, drop us a card and let us know. If there are other classes you would like to see included, let us know that too.

Frankly, the success of the whole thing depends upon your enthusiastic participation. We think that it can be a lot of fun and that everyone will get something out of it.

7/14/55



Extension Editorial Office University of Illinois College of Agriculture

Headings for Columns...

This week's packet contains four pages of column headings used by county agents and home agents in Minnesota. Some of you who have been thinking about getting headings made for your columns may get some ideas from the Minnesota examples.

By late summer or early fall we hope to have our art department staff recruited. At that time we will be ready, willing and able to offer you some help in designing and engraving column headings. All you'll need to do is to give us an idea of the kind of layout you would like to have, and we will take care of the rest, supplying you with the number of mats you need.

Don't Sell Education Short...

Editor Paul C. Johnson, Prairie Farmer, recently gave a talk before a group of economists and editors. We think you'll be interested in some quotes from it:

"There is great need in our day for the kind of education which land-grant colleges have to offer, and mass communication media must play a significant role. However, as we study ways and means of improving our communications and making scientists and economists more articulate, we should deepen our understanding of the educational process and purpose. It would be a grave error to assume that we can accomplish our purpose with superficial, hit-and-run informational materials....

7/21/55

Quotes From Johnson...

"Work hard to master the craft of clear writing. One of the elements of success, of course, is to choose your audience, cleave to it and forsake all others. But we know we must often make a piece of writing do at different educational levels. The best possible leveler is clear thinking followed by clear writing. You will be surprised how far the uneducated farmer can follow you and how much good information you can give....

"Write with understanding and sympathy. This is another way of saying you should know your reader. More than that, you should put yourself in his shoes. I don't believe anyone should ever undertake a major piece of writing without taking a day or two to talk the subject matter over with the man who is going to read it. Remember, you are not inviting him into your office to lecture him on what is good for him. You are going into his home as his guest. Everything you say should be warmed by an understanding of what he is up against and how his own particular situation will affect his acceptance of your material.

"A wise man once said you should learn to love your neighbor before you undertake to improve him.

"In the process of learning to love your reader, you may discover another thing which is of great value to you. Good writing administers to a need. You find the spot that itches, and then you scratch that spot."



Extension Editorial Office University of Illinois College of Agriculture

Sarbaugh and Behrens Join Staff...

It's a real pleasure to invite all of you to stop in at the office after August 1 and shake hands with two new members of the editorial staff.

We want you to meet John Behrens, who will be doing business at Don Schild's old stand as the hard-working visual aids specialist on the staff. For the past seven years, John has been doing a really outstanding job of using visual aids as vocational agriculture instructor at Farmersville. Farm Adviser Pete Peterson says John is a top-flight visual aids man who knows agriculture, the vocational agriculture field and extension work. That's a hard combination to beat.

John graduated in agriculture from here in 1942 and served in the Army Signal Corps until 1946. He taught at Middletown Community High School for two years before going to Farmersville in 1948. He expects to receive his master's degree here this year.

At the next desk will be Larry Sarbaugh, who has been assistant extension editor at Ohio State University since 1949. Larry steps into a new position as head of our teaching and research section. For the teaching end of the business he will be on joint appointment with the School of Journalism and Communications.

Larry graduated from Ohio State in 1942 and served as a vocational agriculture instructor and county agent in Ohio before joining the editorial staff there. He was in the Air Force during World War II and served as navigation instructor.

Goodby to Zoe...

While we welcome Larry and John on August 1, we must also say goodby to Zoe Berry, who leaves our home economics editorial section to move with her husband to Los Angeles.

College Editors Meet...

We are writing these notes in advance, since we will be attending a conference on international information at Ames on July 22 and 23 and the annual conference of the American Association of Agricultural College Editors at Omaha the week of July 24.

The AAACE meeting promises to be a good one. Here are some of the major topic areas that will be up for discussion:

"The Place of Communications in Helping People." Assistant Secretary of Agriculture Ervin Peterson gives the keynote address on this topic.

"The Problems of Communications Research."

"What We Need to Know About People."

"Improving Our Agricultural Public Relations."

How Do You Rate?...

The 1954 report on extension activities and accomplishments states that county extension agents prepared 821,971 news articles during the year -- an average of 80 articles per agent per week.

Agents made a total of 43,220 TV appearances and 206,001 radio talks or interviews. For the counties using radio, this means an average of 86 broadcasts per week per agent.



Extension Editorial Office University of Illinois College of Agriculture

The Hoomoodity Has Got Us...

From Jasper County, Friend R. E. Apple writes that we had better decide whether we want to be journalists or mathematicians, since it is obvious we can't be both.

Last week we quoted national figures on the numbers of news articles and radio talks prepared by county agents. After quoting the totals, we said this figured out to 80 news articles and 86 radio broadcasts each week. Apple says he figures it would take a fair to middling agent to write that many stories and do a similar number of broadcasts every seven days. So if you'll get last week's copy of It Says Here and change the word WEEK to YEAR, the statement will be correct.

Apple was worried lest the heat had got us. Not so. But the hoomoodity has.

Information on Conservation Field Day...

This office has been asked to lend a hand with the state-wide publicity for the State Conservation Field Day and Plow Matches. We've received our instructions a little late but hope to have an information packet ready late this week or early next. This packet will be sent to all farm advisers and all press-radio-television media outlets.

As most of you know, the dates for the event are August 30 and 31, and the place is the Sibley Farms, 3 miles southeast of Sibley in Ford County. You may want to mark those dates on your schedule.

Agriculture's Public Relations...

One of the sessions at last week's AAACE meeting was devoted to the problem of improving the public relations of agriculture. This corner supported the following point of view:

People of agriculture need to do a better job of speaking for themselves. It sometimes seems that everyone is speaking for the farmers except the farmers themselves.

To put it another way, agriculture needs to become more articulate. Agriculture needs more of its own people--farmers and farm homemakers--who can express themselves in the public forum--through the news and editorial columns of local newspapers, on the radio, on television, in farm and general magazines.

Instead of more people saying, "This is how the farmer thinks, and this is what the farmer wants," we need more farmers saying, "This is what I think, and this is what I want."

As editors, we can help agriculture to become more articulate. Our greatest opportunity, perhaps, lies with the young people of agriculture--the boys and girls in 4-H Clubs and in FFA and FHA chapters. Today's young people on the farms can and should become tomorrow's spokesmen for agriculture.

One of the problems of writing a column is that you aren't always able to find the right combination of words and sentences to fit the length--so you have to fill in with something.

8/4/55



Extension Editorial Office University of Illinois College of Agriculture

Measuring Farmer Attitudes...

In this business of communicating with people, knowledge of the audience is extremely important. As many of you know, the editorial office established an agricultural communications research program in 1952. The first project of that program covered a survey of farmer acceptance of the practice of soil testing. This study was done in Bond County.

Last year assistant extension editor Bob Jarnagin conducted a farmer opinion survey by mail in McLean County. In this survey we asked the McLean County farmers what they thought about some Extension Service recommendations in the areas of (1) soil testing, (2) winter dairy feeding, and (3) swine crossbreeding.

The results of this survey are reported in the leaflet "McLean County Farmers Speak Up!" There's a copy of the report in this week's packet for each farm adviser. If any of you home advisers would like a copy, drop us a note, and we will send you one.

The survey raises about as many questions as it answers, but that does not surprise us. For example, 95 percent of the farmers said they believed they needed to test their soil in order to have a sound fertility program, but only 69 percent of them reported using any commercial fertilizer in 1953.

We think you'll find the report interesting, and we would appreciate any comments you might have about it.

8/11/55

How People Adopt New Ideas...

One of the highlights of the editor's meeting in Omaha a couple of weeks ago was a report of two Iowa State College sociologists on how farm people adopt new ideas. In a rapid-fire flannelgraph presentation, Drs. George Beal and Joe Bohlen summarized results of 30 separate studies on the problem. They found that there are five steps in getting new practices adopted:

1. Creating awareness--Mass media are most effective in creating this awareness. Personal contact with government agencies, including extension, ranks second.

2. Giving information on practice--Again mass media rank first and personal contact with government agencies second.

3. Application by early leaders--Here neighbors and friends rank first, with informal visiting important. Government agencies rank second and mass media third. So far as mass media are concerned, the success story is very important here.

4. Trial by many people--Again neighbors and friends rank first and personal contact with government second. At this point mass media are pretty well out of the picture because they cannot be specific enough.

5. Final adoption--Friends and neighbors are first, and government agencies second. Oddly enough, in these studies farmers have indicated that in 90 percent of the cases personal satisfaction was the principal reason they adopted new practices.



Extension Editorial Office   University of Illinois   College of Agriculture

Don't Forget September 15...

It's less than a month now until all of your entries in the big county extension editorial competition are due in our office. Remember that the deadline date is Thursday, September 15. All entries will be on display during fall conference.

We think it would be a good idea for you to start planning your entries right away so that you can put aside some of your favorite columns, or pictures, or tape recordings between now and September 15 for entry in the competition. Not that we want or expect you to do any special projects strictly for the contest, but once in a while we know that an effort turns out better than some others and gives you the satisfaction that results from your best work. We want your entries in this competition to be representative samples of your information program--not just something fluffed up for the occasion.

We are looking forward to so many good entries in this contest that we think it would be impossible to list the winners 1, 2, 3, etc. For that reason you will find the entries grouped as superior, excellent and honorable mention. We guarantee that every entry will receive a placing. We also plan to award every entry a certificate of participation that will also name the group award in which it placed. This contest can be a lot of fun and help at the same time if we get lots of entries.

Lots of Activity...

Looks from here as though September is going to be a busy month. Some of the activities you will want to attend yourselves, and you'll want to be sure you save room for them on your already busy schedules. Some of them, too, you will want to be sure that farm families in your county know about because of their interest in the educational values of the programs.

Starting on August 31 is the State Plowing Contest. September 8 and 9 is the Anhydrous Ammonia Conference here at the University. September 8 is also Dairy Day at the College. On the 10th is the cermony near Delavan to dedicate the James L. Reid memorial marker. The annual Field Day of the Illinois Seed Producers Association comes on the 13th and the Prairie Farmer—WLS Farm Progress Show near Belvidere on September 29-30.

Jessie Is Working, Too...

Jessie Heathman of our office is going to be a busy gal the last week in August with the National Home Demonstration Council meeting in Chicago from the 21st through the 25th. Illinois is hostess state this year, and Jessie inherits the job of handling all the publicity for the event as chairman of the Communications Committee. Dean Howard and Mrs. Kathryn V. Burns are among the featured speakers on the conference program. And the Illinois Rural Chorus will also appear.

8/18/55

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

McDermott Is Back...

Refreshed and brimming over with knowledge fresh from a summer session at the University of Wisconsin, Ken McDermott is now back at his desk this week ready to step into the tired, decrepit, old shoes of Bob Jarnagin, who will take off for a couple of weeks of vacation with the home folks back in Iowa. Ken has just completed one of two years of residence he needs plus some class hours before taking the plunge into prelims well on the road to a doctor's degree in agricultural economics.

Two New Staff Members...

On September 1 we welcome Marliene von Bose, who will take Zoe Berry's spot as home economics press editor. She's from Miami, Florida, but is a home economics graduate of Kansas State. And Marian Kurash, blue-eyed and part Irish, also starts working September 1 in the front office as replacement for Mrs. Natalie House, who has moved with her husband to Nashville, Illinois.

Editorializing...

We transmitted Marliene's appointment papers to Dr. Kammlade with the following note: "If we might editorialize a bit, we think we are fortunate in finding a young woman with Miss von Bose's background, training and experience." Kammlade's komment: "You don't have to editorialize. I know a pretty girl when I see one."

8/25/55

"Golden Nuggets...

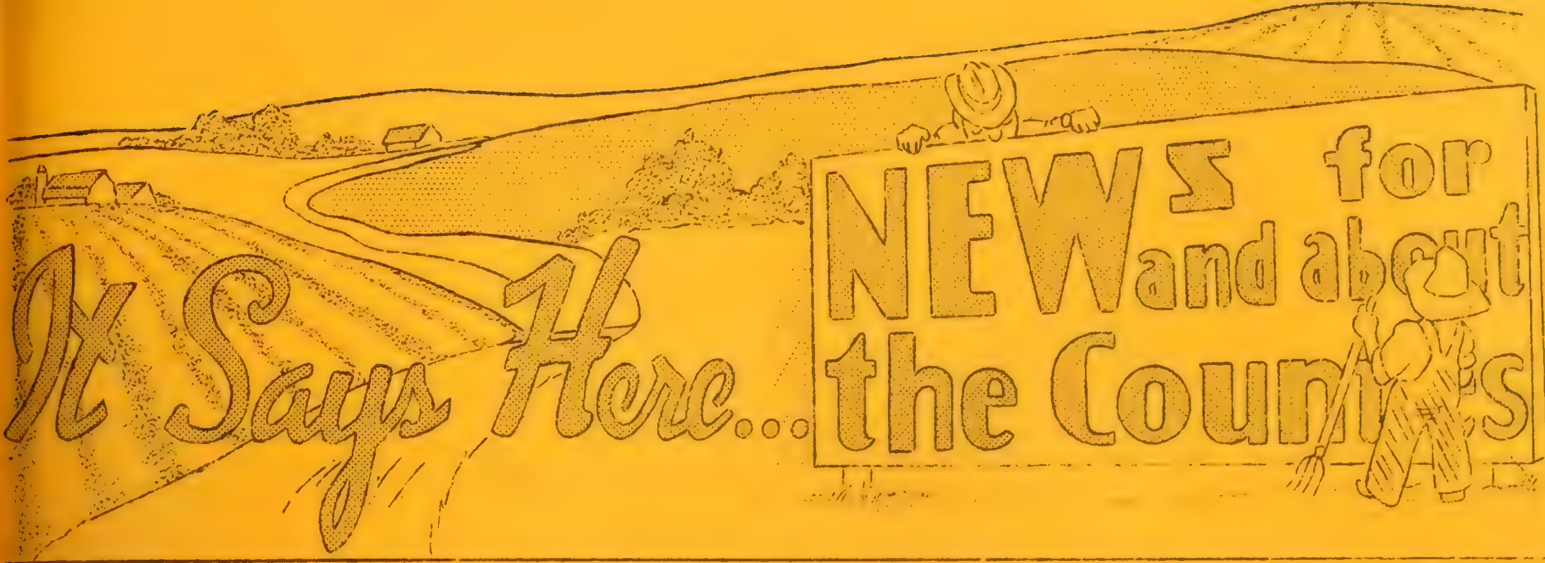
A copy of the first issue of "Golden Nuggets" has just appeared on our desk. It is the handiwork of DeKalb County Farm Adviser Al Golden and his first fling at the fine art of column writing. And it looks pretty good. In his first "colyum" Al has written seven short, interesting, personal items about people whom he has visited with or heard from and some timely facts to help DeKalb county farmers do a better job of farming.

In the opening paragraph, Al says that this is his first attempt at writing a weekly column. Through it he hopes to keep the folks up to date on subjects related to agriculture. From time to time he plans to talk about lawns, gardens, trees, flowers and other items of general interest. The other six paragraphs include items on digger wasps, corn borers, oats, more milk in schools, grasshoppers, and the Junior Show at the State Fair. His second column started with an interesting and timely item about the visiting Russian farm experts.

Al reports that he sends the column to 11 papers. Several of the weeklies have been using the items on the front page. And topping off the column is an attractive heading put together in this office.

Entry Blanks...

You'll find sheets of entry blanks for the fall conference editorial competition in this week's packet. Cut them apart and pass them out to your assistants who want to enter. One blank, properly filled out, should be attached to each entry.



Extension Editorial Office University of Illinois College of Agriculture

Getting Information To Farm Families...

Within the next few days, each of you will receive a personal copy of a 120-page paper-bound book called GETTING INFORMATION TO FARM FAMILIES.

The title page of the book states that it has to do with "making effective use of press, radio, television, and visual aids in reporting information for farmers and homemakers."

The first two paragraphs of the preface say this:

"This book is written for the thousands of men and women who have the job of getting sound, helpful information to American farm families.

"That job is more important now than it has ever been before. Every farm family today must produce food and clothing for itself and for about 16 other families in the United States. And the rest of the world badly needs more and more of our food and raw farm materials."

The 17 chapters in the publication are broken down into five parts: Part 1: The Process of Communication; Part 2: Reaching Farm People Through Newspapers; Part 3: Reaching Farm People Through Radio and Television; Part 4: Reaching Farm People Through Visual Aids; and Part 5: Coordinate and Use All Methods in Getting Information to Farm Families.

The chapters in the newspaper section have to do with such subjects as knowing your editors, using a regular news service, sources of news, how to write news stories, writing personal columns, using pictures and so on.

For some of you at least, these topics will seem strangely familiar. It is not so surprising. The author is a guy named Read, who has been talking about these things for quite a few years now.

Speaking Seriously...

This booklet was written because there seemed to be a need to put down on paper many of the things we've discussed with you from time to time at district meetings and in private conversations. In a sense, each of you can consider yourself a co-author, although this may be a dubious honor indeed.

We certainly would appreciate your candid comments about it.

Money for publishing the piece came from a special revolving fund, so only limited copies can be distributed free. Each of you is receiving a copy, and copies will be distributed to members of the state staff who want them. A cost-of-production charge of 75 cents per copy will be made for other distribution.

Been on Vacation...

...Since August 15. This is the first day back. There are new faces to get acquainted with. Guess we've told you about them. John Behrens, who's taking Don Schild's place; Marliene von Bose, who's taking Zoe Berry's place; Larry Sarbaugh, Chuck Isoline, and Dick Johnston, who is taking Harold Ruggles' place as editor of vet medicine. We invite you to stop in and get acquainted too.

Letter From Jack...

From India, Jack Murray writes that the Murray family has booked passage on the liner United States sailing from Southhampton on December 16. Jack will be back at work in the office January 1.

9/1/55



Extension Editorial Office University of Illinois College of Agriculture

The Water's Fine...

To those of you who haven't yet plunged into the pool of editorial competition for the Fall Conference, Phil Farris says, "Come on in, the water's fine."

From Macoupin County, Assistant Farm Adviser Farris writes, "Entering the contest was a lot of fun, and I must admit educational, which is important too in extension work.

"I was quite proud of some of my pictures until I looked for a single shot that would really tell a story with a minimum of words. Then my ego was deflated."

But Phil entered the single black and white photo class, and he sent along entries for five other classes too.

By way of reminder, you all know that there is still plenty of time to get your entries in the mail. The deadline isn't until next Thursday, the 15th, and we might even stretch it to the end of next week. You will be in good company.

Kammlade Says Here...

Dr. Kammlade mentioned this week that he noticed the item in last week's message to you in which we asked for your candid comments and criticisms of the guidebook on "Getting Information to Farm Families." He wryly observed that he had once heard about a private who explained to a court martial jury that he had simply replied in fact when the sergeant had asked him what he thought of him.

Well, we asked for it.

Copies are being mailed to you this week after a slight delay.

9/7/55

Agricultural Public Relations...

At a recent meeting of editors, Jim Roe, former managing editor of Successful Farming, presented his views on the need for a planned program of public relations for agriculture. Then he made these suggestions:

"Once started, of what might an agricultural public relations program consist?

"1. It should be based on facts. Good words should never replace good deeds. Such a program should never deal in half-truths and evasions.

"2. It would never deal with political matters...agriculture has many other organizations organized and well staffed to do the legislative jobs for farmers.

"3. It would attempt to unite agriculture and give all agricultural groups something to be for.

"4. It would explain the essentiality of agriculture. The security of abundance has never been explained to our people.

"5. It would explain the efficiency of the United States farmer.

"6. It would show the science, the flavor, the romance of food. The germination of seed, the growth of plants, the capturing of energy from the sun by the very efficient leaf of the corn plant, are miracles which can be dramatized.

"7. Show what farm products will do for people. We are growing and selling the most remarkable products known to man."

Roe proposes that such a program should "begin at home, by acquainting farmers with the importance of joining wholeheartedly in their local civic groups and activities."



Extension Editorial Office University of Illinois College of Agriculture

A Salute to Home Economics...

The home economics extension specialists have set aside three full days this week to accomplish an important double-barreled objective. That objective is to study the "avenues of communication" and to determine "how to improve them."

The three-day communications workshop opens bright and early Wednesday morning and continues through Friday afternoon. During these three days, the home economics leaders will cover the fields of effective writing, better radio, requirements of television, and the key steps in planning and preparing good publications.

The workshop planning committee has recruited a topnotch staff of discussion leaders and consultants, including Lisle Longsdorf, assistant director of information, USDA; Miriam Kelley, marketing and consumer information specialist, Michigan State College; and Harry J. Skornia, executive director, National Association of Educational Broadcasters. The committee has also invited Adrian Janes, Jessie Heathman, and this guy to present our collective two cents' worth during the workshop.

We don't know who all should get the bouquets for originating the idea of the workshop or developing the program details. But we think we can see the guiding hand of Mrs. Kathryn Burns, and the workshop committee members are Margueritte Briggs, Dorothy Iwig, and Ruth Freeman, chairman. We're willing to suggest that this week's roses go to all of them.

9/15/55

An Inventory of Needs...

According to the calendar, the New Year doesn't start for quite a few days yet. First there is Thanksgiving, then Christmas, and finally the bowing out of the Old and the welcoming of the New.

But we can't get over the idea that the new year in extension and education starts around about this time every year. The summer doldrums are over. The leaves are starting to take on the new look. The weather cools; children start back to school; footballs are flying; and we approach the fall harvest season.

When all this happens, we start thinking about ways and means of doing our job of editorial service better. And then we wonder about the needs of our clients--the people we are trying to serve.

For the most part, we consider three main groups of clients. One group is made up of you people in the counties. Then there is the group of extension specialists and the administrative staff here. And finally there is the group of media representatives--the press, radio, magazine, and television editors.

We know we have asked this question before, but we want to ask it again: WHAT CAN THIS OFFICE DO DURING 1955-56 TO BETTER SERVE YOUR NEEDS IN THE COUNTY?

Do you need more story suggestions? More movies? More sets of slides? More publications? Do you want more editorial visits to your county? Why and what for? Do you need help with TV? What kind of help? If you let us know what you need, we're just foolish enough to try to do it.



Extension Editorial Office University of Illinois College of Agriculture

The Lights Burn Late...

The lights are burning late in the visual aids shop this week as John Behrens and his crew of artists and shop men put the finishing touches on the array of exhibits which will make up the College of Agriculture's "CARNIVAL OF KNOWLEDGE," making its debut next Thursday and Friday at the Prairie Farmer Farm Progress Day. (And that's some sentence.)

Most of you have seen and heard the news about the carnival, so there is no need to repeat it here. The carnival idea is designed to test the thesis that education can sometimes be made more enjoyable and palatable when given just a touch of lightness. The "thieves of farm profit" may become more real when you have a chance to knock them down with a baseball. The advantages of meat-type hogs may mean more when introduced through the voice of a talking pig. And there is much more.

If your schedule will permit, you should plan to attend Progress Day and tour the carnival with some farmers from your county.

A Perfect Specimen...

Chuck Federman writes that the "new arrival is a perfect specimen and should improve the species upon maturity."

He's speaking, of course, about son Bradley Warren, whose sire is Charles and whose dam is Martha and who arrived on the 14th of September.

With faith in blood lines, we predict a topnotch farm adviser for Illinois by 1980.

9/22/55

Requoting a Quote...

Some statements are worth repeating, and we think this is one of them. It was made by Dr. Glenn Frank when he was president of the University of Wisconsin.

"The future of America is in the hands of two men--the investigator and the interpreter. We shall never lack for the administrator, the third man needed to complete this trinity of social servants. And we have an ample supply of investigators. But there is a shortage of readable and responsible interpreters; men who can effectively play mediator between specialists and laymen.

"A dozen fields of thought today are congested with knowledge that the physical and social scientists have unearthed, and the whole tone and temper of American life can be lifted by putting this knowledge into general circulation. But where are the interpreters with the training and willingness to think their way through this knowledge and translate it into the language of the street?

"I raise the recruiting trumpet for the interpreter."

TV Pointers...

Those of you who watch TV regularly know that the TV camera has a tendency to add breadth to an object and flatten it out. If that object is you and you don't want to be broadened, use vertical lines instead of horizontal. This applies especially to the dress and hair style of the feminine performers.

A hair style that sweeps up, for example, is better than one that frames the face. At least, that's what they tell me. My hair won't sweep or frame either way.



Extension Editorial Office University of Illinois College of Agriculture

The Excellence of Entries...

During the past few days we've been sitting in with the preliminary review committees who are going over the editorial entries you've submitted in the nine competitive classes.

The job is a tough one. The review groups go over the entries, making an initial appraisal, before sending them off to the final judges for each division.

We have been sincerely impressed by the quality of the entries in most of the classes. As yet we don't have a final count on all the entries in each class, but that information will be available at the time of the Fall Conference.

How We Can Help...

A couple of weeks ago we asked this question: "WHAT CAN THIS OFFICE DO DURING 1955-56 TO BETTER SERVE YOUR NEEDS IN THE COUNTY?" So far two men have replied.

From Vermilion County AFA Boyd Lahr says he's still looking for a combination flannelgraph, pegboard, blackboard unit to use at meetings. Boyd says it would be a good idea to include an arrangement that would make it possible to display a few bulletins. This outfit could then be used at local meetings, conferences, and so on. Boyd also asked about the much-promised photographic school.

On Item 1, we hope to have some plans to submit to you people later this fall. On Item 2, we have requested permission to schedule a photographic workshop the first week in May next year.

Help (Cont.)...

DeKalb County FA Al Golden writes that he plans to have a representative from this office meet with him and his editors and radio station managers to work out plans for strengthening information work in the county.

Al also expressed some concern because he had received some stories in the packet after they had appeared in the paper. On this score we would like to repeat again the procedure followed on newspaper releases from this office.

We have three DIRECT services--one to weekly papers, one to dailies, and one to radio stations. Each is identified by its masthead. These releases are mailed at various times during the week.

Once a week we send you copies of all the releases that have already been sent to the direct outlets. In addition, we send you the "specials," which are the fill-in-type stories for you to adapt to local use.

We send you copies of the direct releases for two reasons: first, so that you will know what HAS been sent to newspapers and radio stations and, second, so that you can use the information in stories for your county programs. It has not been our intention that you would make use of these stories as part of your local information program.

NOTE: We're still hoping that some of you, somewhere, sometime, will give us your comments on the book, GETTING INFORMATION TO FARM FAMILIES, which you received.

9/29/55

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

Mix Humor With Education...

Last week the College of Agriculture staged a 12-tent "Carnival of Knowledge" as a part of the Prairie Farmer Farm Progress Day. This effort was something of a unique experiment in giving education the light touch. Humor and knowledge were mixed together. The combination proved to be a natural, and thousands of visitors tried their hands at picking the meat-type hog, guessing the milk production of a dairy cow, knocking down the thieves of farm profit with baseballs, touring the bughouse, visiting the strip-trees show, tossing rings to determine careers in agriculture, and finding the six danger spots on a tractor—corn picker combination.

From where we sat it seemed that the visitors had fun, learned a great deal, and left with a warm feeling toward the humanness of the men who are the College of Agriculture.

Those of you who didn't see the carnival missed something. We would like to have the comments from those who did see it.

Carl Mees Said...

We talked to Carl Mees at the show. He said he had received the book GETTING INFORMATION TO FARM FAMILIES. He said he hadn't read it yet. He said he planned to read it this week and he would let us know what he thought of it.

We said that as far as we knew none of his colleagues had read the book either. But this week Truman May wrote that he had read it. He said he thought it was worth reading. Thank you, Truman.

Farm-City Week Plans...

If your county or a city in your county plans some special observance during Farm-City Week October 23-29, we would like to have a brief report. If we get the dope soon enough, we may be able to put out some state-wide information on it.

Working With Newspapers...

Georgia's Extension Editor O. B. Copeland has some suggestions for county extension workers who work with newspapers. He says that if he were a county agent he would try to follow these simple rules:

- Prepare some news every week.
- Make myself available to the press.
- Avoid carelessness in gathering news.
- Avoid fooling or misleading.
- Avoid threatening or scolding.
- Never ask for a story as a personal favor.
- Avoid playing favorites.
- Get to know editor.
- Do it now.
- Expect some mistakes.

That makes sense to us.

Important Notice...

Watch this space next week for an important piece of information.

10/6/55



Extension Editorial Office University of Illinois College of Agriculture

Workshops in India...

During the past year, Jack Murray has been putting in long hours on his Indian assignment demonstrating the power of modern communications methods. His teaching method is the "workshop," which itself is new in India.

In a recent article for the magazine "Indian Farming," Jack tells about the work there. We thought you would be interested in his review:

"A new word is being used in agricultural information circles these days--'workshop.' Actually, the term itself is not new, but a new meaning is being attached to it.

"'Workshop' is the name given to the current series of agricultural information seminars or training schools being conducted in the different states. The 'work' part of the word is significant because the schools emphasize production--doing something creative.

"The workshops represent an important new effort to bridge the gap between the scientist's laboratory and the cultivator's field. They stress production of 'vehicles' that can cross the bridge--simple and highly illustrated pamphlets, circulars, leaflets, flash cards, posters, flannelgraphs, photographs, and other up to date extension teaching materials.

"By producing these effective materials in large quantities and placing them in the hands of district agricultural officers, agricultural inspectors and village level workers, the state departments of agriculture aim at speeding up the adoption of new and improved agricultural practices by the cultivators.

Basic Principles

"The workshops vary in duration from 10 days to two weeks or longer, depending on the size and professional skill of the local agricultural information staff. And while each workshop is different from the other, there are certain details which are common to all. For example, each workshop sets out to:

(1) encourage a better appreciation of the role of agricultural information in the extension process, and thereby to develop a philosophy of extension information;

(2) provide training and practice for subject-matter specialists in the art of writing manuscripts for extension publications and other media;

(3) provide training and practice for state agricultural information specialists in 'processing' or producing attractive, well-illustrated publications and other teaching materials from the manuscripts prepared by subject-matter specialists;

(4) have a general conference of all persons responsible for and interested in improving extension work to discuss and plan the future development of agricultural information as an important arm of extension;

(5) have an exhibition of materials produced during the session of the workshop."

Oops! Watch next week.

10/13/55



Extension Editorial Office University of Illinois College of Agriculture

From Editing To Boiler Making...

When you come to Fall Conference, many of you will want to offer Ken McDermott congratulations or condolences. Depends on your point of view.

At the end of next week, Ken will put the cover on his writing machine, turn in his editing pencils for graph paper, wipe the printer's ink from his fingers and prepare to take his leave from the editorial profession.

On the following Tuesday, November 1, he will shove his long legs under a desk at Purdue University and don the cloak of a farm management economist.

The change is not so abrupt as it may seem at first glance. Professionally, Ken is a crossbred with hybrid vigor. His undergraduate training was in the field of agricultural journalism, but his graduate work has been in economics and sociology. He's now half a jump away from his Ph.D. from the University of Wisconsin.

At Purdue, Ken will tackle problems of economic development with special reference to low-income areas of agriculture.

Since joining the staff in 1952, Ken's contributions to the editorial profession have been many and varied. He has championed the proposition that county extension workers are, in fact, "field editors" with unlimited opportunity to utilize public information media in carrying on extension programs.

We expect that his contributions to the economics profession will be just as important. And we wish him the best of success.

10-20-55

Shake Hands With Jack Everly...

Moving behind Ken's desk on November 1 will be Jack Everly, another Missouri farm product and an agricultural journalism graduate from the University of Missouri.

For the last couple of years, Jack has been doing a bang-up job as farm editor of the Peoria Star-Journal in Peoria. Before taking on that assignment, he worked for the Duroc News, did a stint of active duty in Korea, where he picked up a Purple Heart, and added to his experience as a member of the Hampshire Herdsman editorial staff.

Jack has the right combination of farm background, agricultural training, and journalism training, plus experience, to take over the editorial assignments where Ken leaves off. Next time you're in town stop in and shake hands.

Farm-City Week...

From Adams County Farm Adviser Myers writes that the Quincy Kiwanis Club has a special program planned to observe Farm-City Week.

He writes, "They have invited all the agricultural 4-H Club leaders and junior leaders, along with the leading farmers from the different parts of the county, to a special luncheon meeting on Monday, October 24. Guest speaker will be Alvin T. Anderson of the College of Agriculture staff..."

Any other reports?

Keep watching.

It Says Here... NEWS for and about the Counties

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<u>The Challenge to Extension...</u>

With Dean Howard's permission, this week's space is devoted to excerpts from his talk Monday at Fall Conference. These are some of the things he said regarding "The Challenge To Extension."

"The real challenge, as I see it, is TO MEASURE UP AS INDIVIDUALS AND AS MEMBERS OF AN ORGANIZATION TO OUR ASSIGNMENT AS TRUE EDUCATIONAL LEADERS IN THE FIELDS OF AGRICULTURE AND HOME ECONOMICS.

"Our job is education--NOT propaganda.

"Our job is to disseminate knowledge and truth--NOT to peddle supposition, untried theories, opinions, rumors, and half-truths.

"Our job is to present sound information upon which farm families can make decisions--NOT to threaten, bully, beguile, or shame them into making decisions we want them to make.

"Our job is to work with all people and with all groups who want and need knowledge--NOT to serve only a few.

"That is our job. Educational leadership.

"How can we meet the challenge? How can we measure up to our assignment? There are many opportunities, but I would like to stress three which seem to me to be most important:

"(1) By making ourselves as individuals better qualified than anyone else to hold the positions we hold.

"(2) By developing soundly conceived and clearly identifiable educational programs in agriculture and home economics and by diligently carrying out those programs to successful completion.

"(3) By constantly searching for, adopting, and using new and improved methods for implementing and carrying out our educational programs and by improving our old methods."

In discussing the opportunities for self-improvement, Dean Howard outlined three areas of need: (1) Technical subject matter, (2) knowledge of people, and (3) individual communications skills.

On the subject of people, he said, "As educational leaders, we need to know much more about the people we serve. We need to know who people are, what they think, why they think the way they do, why they act or fail to act, and what they believe and don't believe.

"We need to know more about where and how people get new ideas; more about wants, needs, goals, desires, and ambitions.

"No critic of Extension should ever be able to say--as some have said--that 'Extension workers know more about pigs than people'."

Speaking about communications skills, Dean Howard emphasized, "To be educational leaders, we must be skilled communicators. We must be able to get our ideas, our knowledge, and our information across to our audiences.

"Still in communications means being articulate. We must be able to speak, and we must be able to write. These are skills few of us are born with. They must be learned, developed, and practiced. But I doubt if, in extension work, we can attain real distinction as educational leaders unless we have them."

(Next week we would like to quote Dean Howard's comments on program development.)



Extension Editorial Office University of Illinois College of Agriculture

More Editorial Awards...or
...There Are Some Days...

There are some days when a guy just wants to go hide in a corner. This is one of them, and we are willing to submit to thirty lashes with a wet noodle.

As so-called experts in communications, we really fouled up the process of checking out with editor Paul Vannier on procedures for judging the editorial entries in the three press classes. Paul didn't get our signals, and we must have been watching the red lights on the radio tower when he communicated with us. Anyway, there is a group of hard-working advisers who should have received awards in the press classes during Fall Conference who didn't get them. Paul had sent the entries back in two packages. We got the first but didn't get the second until the conference was over.

So the following advisers will soon receive awards for entries in the three press classes--along with our apologies:

Class 1 -- Press Services

Excellent: Howard D. Haynes, Mercer, and Kenneth R. Imig, Iroquois.
Honorable Mention: Howard R. Tolley, Marshall-Putnam.

Class 2 -- Feature Story

Superior: W. H. Tammeus, McHenry, and A. Wayne McDonald, Perry.
Excellent: Darl Fike, Henry; Ray T. Nicholas, Lake, and Rex Rhea, Whiteside.
Honorable Mention: E. Gene Brown, McHenry; Kenneth R. Imig, Iroquois; and Lyle D. Kerley, Kane.

Class -- Personal Columns

Superior: Byron Hutchins, Carroll; Glenn I. Coffey, Randolph, and Ray T. Nicholas, Lake.
Excellent: Leslie Rogers, Perry; Carl F. Mees, Cook; Truman W. May, Madison; W. H. Tammeus, McHenry, and Howard R. Tolley, Marshall-Putnam.
Honorable Mention: C. F. Bayles, Tazewell; Kenneth R. Imig, Iroquois; Ralph C. Broom, Bond; George L. Daigh, Jr., Pike; Darl W. Fike, Henry, and Rex Rhea, Whiteside.

The belated awards plus the returned entries will be in the mail to these men before the end of the week.

Assignment for Everly...

Jack Everly, who checked in Tuesday to take over Ken McDermott's slot, will head out again today (Wednesday) to spend a month "in the field" in the 12-county Peoria area. He has these assignments from here: (1) Work with the farm advisers in the area in digging out and preparing some really first-class success stories of extension accomplishments, (2) get as many stories as he can on successful extension methods, (3) find out from the advisers how we can do a better job in this office, (4) keep tab on the usage made of extension material by press, radio and television editors.

11-3-55



Extension Editorial Office   University of Illinois   College of Agriculture

Revised Awards List...

This week's packet carries the revised list of editorial awards. We thought you might like to review the complete list of award winners.

Next Year's Competition...

The Information Committee of the Illinois Farm Advisers' Association voted unanimously for the recommendation that the editorial competition and awards program be conducted again in 1956. It was suggested that the list of classes, with additional information about each class, be made available soon after the first of the year. This would make possible advance planning for many of the entries.

We think the suggestion is a good one and will try to have the complete list of classes in your hands by the first week in January.

Photographic Workshop...

The Committee to Coordinate Extension Training has approved our proposal for a 2 1/2-day photographic workshop to be held next spring. The dates will be April 4-6, so mark them down on your calendar. We'll have more complete details for you later.

How Hungry Is Hungry?...

A TV columnist in one of the Chicago papers recently wrote, "People are evidently hungry for educational television programs. But I cannot believe people are hungry enough to stay with some of the programs I've seen."

Haegele's Success Story...

Adviser Fred Haegele sent us an announcement card telling about a new "1955 model" with the cryptic note that "this is my success story of the month."

The announcement card stated that the new model was "designed by Fred and Alice with the trade name of NEAL ERIC. The body weight is 7 lbs., 2 oz., and body length is 19 1/2 inches."

Some of the new features on this new model include: "Free running water, changeable seat covers, bawl bearings, inevitable exhaust, extra loud horn, and fluid drive." The factory delivery was November 1.

4-H Leaders' Recognition Day...

Dr. W. L. Burlison often said, "There is no limit to the good a man can do if he does not care who gets the credit." And that is true. But Dr. Burlison would not hold it unwise to credit a man for his achievements.

This month every county has an opportunity to pay public tribute to the men and women who have served unselfishly as leaders of 4-H Clubs. The main event is the "Recognition Day" at Springfield on November 22, held in cooperation with the Illinois Chain Store Council. But not all leaders can attend this event. Public recognition can be given all leaders, though, through your county press and on the radio and TV stations serving your county area.

The special packet of information mailed to you earlier is designed to help you recognize your leaders.

11-10-55

It Says Here... NEWS for and about the Counties

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Dean Howard on Program Planning...

After Fall Conference we quoted a part of Dean Howard's address and promised to quote more in succeeding letters. Dean Howard first stressed the fact that each extension worker had the challenge to make himself "better qualified than anyone else" to hold the positions we hold.

He then stressed the need to "develop soundly conceived and clearly identifiable educational programs in agriculture and home economics and diligently carry those programs to successful completion."

In pointing up this need, Dean Howard said, with reference to a quotation from Alice in Wonderland, "We cannot be guilty of organizing our programs like the Dodo's race." In the Dodo's race, "The Dodo marked out a race course in a sort of circle ('the exact shape doesn't matter,' it said), and then all the party were placed along the course here and there. There was no 'one, two, three, and AWAY!' but they began running when they liked, and left off when they liked, so that it was not easy to know when the race was over.

"In Extension," Dean Howard said, "We should not be guilty of being so busy DOING THINGS that we never have time to GET THINGS DONE.

"Perhaps we have made the honest mistake in the past of spending so much time cooperating with the programs of others that we don't have time to develop a program of our own.

"We do need to follow a logical and systematic approach leading to the development of sound educational programs. "Each county worker might well ask these questions as guides to such program development:

"(1) What are the major problems facing farmers and homemakers of this county?

"(2) Why do these problems exist?

"(3) Of the possible alternative solutions, which is best for the farmers and homemakers and for agriculture?

"(4) What knowledge is needed and what action is necessary to implement the solution judged best?

"(5) How can I best utilize the available resources and facilities to communicate the needed knowledge and guide the desired action?

"An educational program must consist of more than holding a certain number of meetings, making so many visits, conducting a series of farm tours, or writing so many news stories. Those are methods of implementing a program, but they are not a program by themselves.

"An extension program designed to tackle major problems on a rather long-time basis must be coupled with efficient procedures for making timely information on many problems currently available to all farmers and all homemakers."

And on New Methods...

The third way to "measure up to the challenge of leadership in education," Dean Howard said, was "by constantly searching for, adopting, and using new and improved methods for implementing and carrying out our educational programs and by improving our old methods."

It Says Here... NEWS for and about the Counties

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Smitty Reports On 4-H Night...

We know many of the counties did an outstanding job of reporting their 4-H Achievement Day activities and names of their award winners in the local press and over the radio. One report of a job well done comes from Marion County Farm Adviser Floyd Smith. Smitty reports that 355 attended the achievement program. In preparation for the big event, he had made up a mimeographed program that listed all of the award winners by name. The program and list of winners were published in all of the county papers. In addition, he had furnished pictures of the club of the year and the key award winners. With so many people involved and so many names to provide for the papers, it seems like a good idea to have the lists all ready in advance for the newspapers and radio stations.

Quincy Features 4-H Too...

The Quincy Herald-Whig also went all out in telling the folks of Adams County about outstanding 4-H Club members. One 4-column picture showed the stage setting where some 1,379 4-H boys and girls received achievement awards. Leaders also came in for their share of recognition. We tip our hat to Farm Adviser "Spig" Myers and his associates for this excellent job of working with the local newspaper.

And The Greenville Advocate...

4-H was also front-page news in the November 14 issue of the Greenville Advocate, and Farm Adviser Ralph Broom says, "We appreciated this coverage by the paper."

Articles For County Agent Publication...

A while back Editor Gordon Berg of the County Agent & Vo-Ag Teacher dropped us a line and gave a review of the areas that would be featured in the 1956 issues of the magazine. He suggested that perhaps members of this staff and some of you fellows in the field might have an article or two for one or more of the issues. Here's the line-up:

February--Farm Chemicals
March--Livestock & Poultry
April--Field Crops & Grassland Farming
May--Irrigation & Water Systems
June--Buyers Guide & Summer Planning
July--Farm Structures
August--Tractors & Equipment
September--Dairy
October--Broiler Growing
November--Audio-Visual Aids
December--Farm Shop

Thankful on Thanksgiving...

Thanksgiving week gives each of us, in our own way, an opportunity to reflect on all those things for which we are thankful. For all but an unfortunate few, the list is indeed a long one. It would be well to keep it posted for all the weeks of the year.

11-23-55

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

Report From Chicago...

This week a sizable corner of the Extension Editorial Office was moved to the Conrad Hilton Hotel in Chicago. Object....local coverage of the 4-H Club Congress and the Junior Show of the International Livestock Exposition.

This question was raised at our extension editorial staff meeting: How could we more adequately serve our county extension people with our facilities to provide press, radio, and television coverage of these events?

The following plan shaped up: We would provide press coverage, with pictures of every Club Congress delegate and trip winner to the local newspaper. We would provide tape-recorded interviews with National Winners from Illinois for the subscribers of our radio tape service. And, lastly, we planned on-the-spot coverage of such events as the possibility of a winning judging team, or a champion barrow, or a champion steer.

To help you plan similar types of campaigns for your events, this is what we did:

Marliene von Bose and John Behrens were designated to provide press coverage of the 4-H Club Congress. Jack Everly was to provide coverage of the Junior Show at the International, and Dave Phillips was to make tape recordings for the tape service.

The initial step of these groups was to contact the International Livestock Exposition and the Illinois 4-H office to secure the names of exhibitors and delegates. In the case of delegates, their locations were spotted upon an Illinois map. Area newspaper coverage was determined from this map. A picture plan was then made in advance, listing the person's name, his award field, newspapers covering his home area, and the number of prints desired. A general story on the Club Congress was then prepared giving background information on the reasons and purposes of the Congress. Mailing labels, envelopes, and background information were assembled for each youngster. Film was ordered and arrangements made with a commercial studio to process exposed film. We planned about the same thing for the Junior Show at the Amphitheater.

Jack and Dave started work on Friday at the International, and Marliene and John started Saturday. Picture schedules were made with members, locations sought out, and settings planned. We wanted to portray to your county people as best we could the difficult story of Club Congress.

A total of 30 separate pictures was needed, one for each member. Forty-eight prints were needed for dailies, weeklies, and television stations. The shots were completed at 6:15 a.m. on Monday, and the film was in the hands of the processor at 8:15. At 12:30 p.m. Tuesday, the assembled material had been placed in the mail drop at press headquarters.

The six national winners from Illinois were interviewed in the recording studio by Dave Phillips.

If you had a member from your area who attended Club Congress, you can tell us whether our efforts were successful. Talk to your editor and, if he ran clippings, cut some out and send them to us. Let's hear from you!



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Posters for Promotion...

Many of you have said you would like to have more of your county folks attend Farm and Home Week. We think that's a good idea too. So we will try to lend a hand. This week you'll find five special Farm and Home Week posters in your news packet. These are enlarged reproductions of the Farm and Home Week program cover. We thought you might want to post these posters at key places around your county.

Attractive Letterhead...

A couple of weeks ago Stephenson County's Bob Wack wrote us a letter. We enjoyed the letter, and we also were impressed by the attractive letterhead. We asked Bob if he would send us enough copies for each farm adviser in the state, and he did. We're enclosing a copy this week for each farm adviser.

Slow Boat to Illinois...

Within the past week several of you have tipped us off that mail deliveries are running behind schedule. Some of you mention getting packets with releases as much as 10 days late. This seems to be a perennial problem we face each year in spite of our pleadings with the post office officials. The cause, of course, is the big push of December Christmas mailings.

Starting this week, we are taking a step which won't solve the problem. But it may make it less frustrating. For December, all stories will carry the heading, "FOR IMMEDIATE RELEASE."

Progressive Corn Growers Report...

In this week's packet, each farm adviser will receive a copy of Peoria County's PROGRESSIVE CORN GROWERS report.

There's an interesting story behind the Progressive Corn Growers organization and the report which we thought you would like to know about. Since Jack Everly worked closely with the organization while serving as farm editor of the Peoria Star, we asked Jack to prepare a brief background review. Jack's review is attached to this letter.

We're sure Farm Adviser Earl Bantz would be glad to answer any questions you might have about the organization and its plans for next year.

Conference on Market Information...

In about an hour a group of us will sit down with John Baker, USDA information officer from Chicago, to discuss ways and means of improving the reporting and interpretation of market information for Illinois farmers. We believe much improvement is needed, and we also believe improvements can be made.

Student News and Information Bureau...

Students of the College of Agriculture announced plans this week to establish a College of Agriculture Student News and Information Bureau. A story on this new organization goes out this week to weekly and daily newspapers, and you should have a copy in your packet. We will give you a more complete report on this later.

12-8-55



Extension Editorial Office University of Illinois College of Agriculture

Successful Farming Needs Editor...

Last week Executive Editor Dick Hanson of Successful Farming dropped us a note saying that he was looking for a crops and soils editor to replace George Johnson, George, whom many of you know, is leaving the magazine February 1 to join an advertising agency in Chicago.

Dick writes, "Do you know of any young assistant farm adviser who might be interested in this job as crops and soils editor? I am more interested in having George's replacement well versed in crops and soils than I am in his writing ability."

If any of you are interested in getting into the magazine field, drop a line to Dick Hanson, Executive Editor, Successful Farming, Des Moines, Iowa.

County Agent Magazine Wants Tips...

A week or so ago we mentioned the subjects to be featured in upcoming issues of the County Agent & Vo-Ag Teacher magazine. Editor Gordon Berg has since written that he would like very much to be flooded with story tips and suggestions from Illinois farm advisers. He's interested in all phases of extension work and especially in reports of successful experiences with communication methods. Here are some areas in which we know Gordon would be interested: How to develop close relationships with newspaper and radio editors; how to keep track of items for a personal column; how to get the most mileage out of a tape recorder; how to make use of window displays; how to service newspapers with photographs; how to plan a good television show.

McHenry County Starts Publication...

The McHenry County Farm Bureau has stepped out with a brand-new biweekly, 8-page, 5 column tabloid publication called the "McHenry County Farmer's News." The first issue carried this statement:

"Every effort will be made to make this publication interesting and to the interest of farmers and those interested in farming. Comments, opinions, etc., from readers will be welcome and will be published if they prove of general interest to all readers...

"There will be regular sections devoted to Extension Service, Farm Bureau, 4-H Club, FFA, and general county news."

The first issue was an excellent one. It featured a wide variety of stories and articles, good use of pictures, attractive makeup, and easy-to-read heads.

4-H Club Congress Clippings...

A number of you have thoughtfully sent us clippings of pictures and stories sent to your papers from our 4-H Club Congress press headquarters. The response to our special coverage efforts this year has been good, and we plan a repeat performance next year.

Jack Murray On High Seas...

The Jack Murray family is now on the Atlantic heading for New York City, where land will be touched December 20. Jack will be back on the job January 3.

12/15/55

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

Christmas Time in the Office...

The tree is lighted; desks are pushed back; usually drab filing cases are adorned with festive greens and reindeer. Today (Tuesday) there is a special Christmas mood in the office as 330 Mumford prepares to host the College of Agriculture at its annual Christmas party. We would like to have all of you here.

Our Best Wishes to All of You...

Even though you can't be here for the party, all of us hope that each of you will have a really joyous holiday season and the best year of your life in 1956.

Work Planned for '56...

Even during the Christmas season it's necessary to think of the New Year and the challenging opportunities the next 12 months will bring. During the last few days we've thought about it more than we really wanted to as we put the finishing touches on the official Plan of Work for '56. Here are some of the goals we'll be shooting at as the New Year turns the corner:

...Initiate a program of special farm and home "feature reports" for metropolitan newspapers serving Illinois audiences.

...Develop a long-range plan for improving the reporting and interpreting of market information, including grain, livestock and vegetables.

...Consider the advisability of a regular pictorial mat service for weekly and daily newspapers.

...Initiate a monthly "roundup report" of research highlights for state, regional and national farm magazines.

...Take specific steps to improve the daily FARM HOUR on Station WILL, including new features, improved reporting of market information, and increased emphasis on farm news and weather reports.

...Survey radio stations to determine desired changes in the radio tape service.

...Furnish interested stations with a monthly half-hour tape of one-minute "timely topic" reports from extension specialists.

...Consider ways and means of adjusting editorial work schedules to permit the establishment of a regular television service to all interested stations in the state. This service should include pictorial reports, film clip segments, and complete farm and home programs on film.

...Utilize WILL-TV facilities for the development of experimental farm and home TV programs which can be adapted for use by other stations of the state.

...Complete plans for a modular window exhibit setup which can be used by farm and home advisers, and consider furnishing exhibit materials on a regular basis for the setup.

...Design and construct a portable exhibit telling the story of the work of the College of Agriculture to be displayed at agricultural fairs and similar events.

...Work with the University Audio-Visual Film Service in developing a current and usable catalog of agricultural films for use by specialists and advisers.

(Continued Next Week)

12-22-55



Extension Editorial Office University of Illinois College of Agriculture

'56 Plan of Work Continued...

Last week we started to list some of the major projects we hoped to get done in 1956. We ran out of space just the same way we are likely to run out of time during the next 12 months. But we might as well complete the list.

...Work with subject matter specialists and others in developing plans for a coordinated series of exhibits for use at events such as the Prairie Farmer Farm Progress Day.

...If funds are available, install a modest photographic darkroom for quick processing of news and television photos.

...Hold a series of one-day workshops on communications methods for vocational agriculture instructors and others.

...Conduct a 2½-day photographic workshop on campus in April for interested county Extension workers and Extension Specialists.

...Complete plans and start processing units for a new "Communications Handbook" to be made available to county Extension workers and other interested agricultural leaders.

...Develop a new graduate course in communications to be included as a part of the planned Extension graduate program.

...Work with assistant state leaders on plans for a continuing series of district workshops on selected communications problems.

...Develop and test a communications program on soil testing in Bond County as a follow-up to the study made there in 1953.

...In cooperation with the Department of Dairy Science, study the motivation appeals which have been used in past dairy communications efforts with the aim of working out a system of strengthening these appeals in the future.

...In cooperation with the Farm and Home Development Committee, survey information materials and educations aids needed during the year to strengthen the Farm and Home development program in all counties of the state.

...Work closely with each department in the preparation of subject matter digests for use by county workers.

...Survey possible interest in the establishment of an Illinois Association of Farm and Home Writers and Broadcasters.

...Consider the interest in a possible "farm writers short course" to be sponsored by the College of Agriculture in late spring or early summer.

...Invite the Illinois Press Association to establish an advisory committee for the agricultural editorial office.

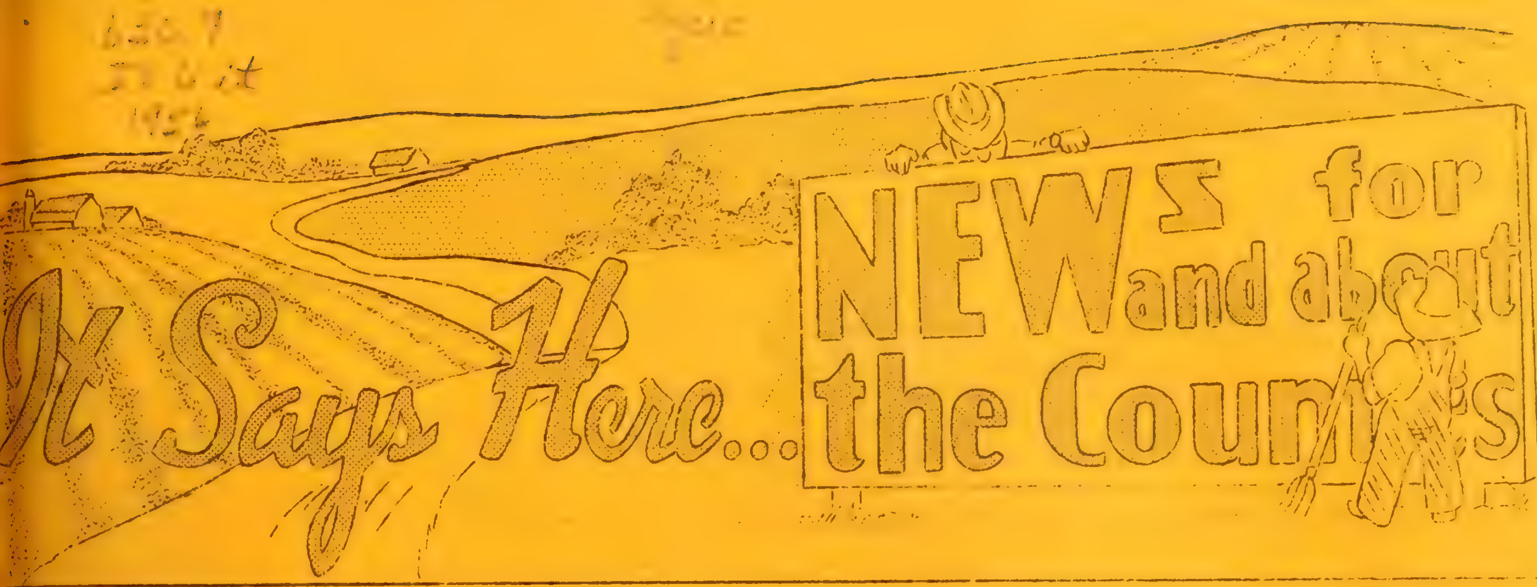
...Appreciate the basic premise that sound, helpful services are the best avenues to beneficial relationships with media outlets.

Well, those are some of the targets we'll be shooting at next year.

Any Moment Now...

Some time before this week is out, Jack Murray will be pushing his smiling face around the corner, and we will welcome him back with open arms after his year of superlative service in India.

12/29/55



Extension Editorial Office University of Illinois College of Agriculture

Ag Alumni to Organize...

Things are cookin' this week as the New Year starts rolling.

For the last couple of months a small group of College of Agriculture graduates have been meeting and talking about the need for a College of Agriculture alumni organization. Now the plans are set. On Tuesday, January 31, after the Farm and Home Week general session, there will be a charter organization meeting of all College of Agriculture graduates interested in joining the alumni group. The meeting will be in the Animal Science Laboratory auditorium.

All farm advisers and assistants will find complete details on plans for this meeting in a special letter in this week's packet.

Farm and Home Week Invitation Mat...

Also in this week's packet, each farm and home adviser will find a special Farm and Home Week invitation mat. This mat is for use in your county publication or in one of your local papers.

Attractive Letterheads...

A week or so ago we mentioned Bob Wack's attractive letterhead. Now Warren Myers writes, "You have overlooked one of the best looking extension letterheads in the State of Illinois. I'm sorry not to have called it to your attention sooner." We agree with Warren, and if you would like to see it, ask him to send you one.

1-5-56

Better Farm Radio on WILL...

On December 1, Dave Phillips stepped into the farm radio slot in the radio-TV section of the office, which is guided by Jack Murray. Since then we've been getting set to turn out better farm radio on Station WILL here on the campus. Here are some of the ideas now on the drawing board:

State Farm Roundup: We plan to ask five or six farm advisers from different sections of the state to send us a once-a-week spot report on farming conditions and activities. These will be on tape, and when they are put together they will give a picture of farming in Illinois.

Discovery: Feature on-the-spot recordings of what goes on behind the scenes in agricultural research. We want to report by words and sounds how agricultural scientists "discover" new facts and new truths.

Weather: A direct rebroadcast pickup of the late morning weather report from the U.S. Weather Bureau in Springfield via relay from WSOY.

Markets: Daily market analysis to interpret the official USDA market reports.

We'll keep you posted on these plans as they develop.

Ag and Home Ec Journalism Career Day...

If you know young men or women who may be interested in agricultural journalism careers, please tell them about our plans for an Agricultural and Home Economics Journalism Career Opportunities Day, which will be held here on the campus Saturday, February 18. More details later.

COOPERATIVE EXTENSION WORK IN AGRICULTURE
AND HOME ECONOMICS
STATE OF ILLINOIS

College of Agriculture, University of Illinois
United States Department of Agriculture,
Cooperating

January 5, 1956

Extension Service in Agriculture
and Home Economics
Urbana, Illinois

TO: Farm Advisers
Assistant Farm Advisers
Vocational Agriculture Instructors

THIS IS YOUR INVITATION TO ATTEND A COLLEGE OF AGRICULTURE ALUMNI ORGANIZATION MEETING ON TUESDAY, JANUARY 31, AT 4 O'CLOCK IN THE ANIMAL SCIENCE LABORATORY AUDITORIUM.

Since September 1, a group of University of Illinois College of Agriculture graduates has held a series of meetings to consider the possibility of establishing a College of Agriculture Alumni Organization. Now this group has decided to formally organize such an alumni group at a special charter membership meeting to be held <u>January 31 at 4 o'clock in the Animal Science Laboratory Auditorium</u>. Here are the important details of the plans as they have been worked out so far:

<u>Membership Eligibility</u>:

1. <u>Active Members</u>: Graduates of the University of Illinois College of Agriculture.
2. <u>Associate Members</u>: Persons who have attended the University of Illinois and who were enrolled in the College of Agriculture for at least one semester even though they did not graduate. Persons who are now actively associated with the University of Illinois College of Agriculture.

<u>Objectives</u>:

1. To be of service in encouraging higher standards of research, teaching, and extension in the College of Agriculture.
2. To encourage those activities that would help recognize the importance of the profession of agriculture.
3. To assist the College of Agriculture in encouraging increased student enrollment in agriculture and to encourage the establishment of scholarships, assistantships, and fellowships for agricultural students.
4. To facilitate the exchange of information among College of Agriculture alumni members.
5. To encourage the recognition and appreciation of agriculture in the University family and in University affairs.

Membership Dues:

Dues will be $2.00 a year for both active and associate members, with 50 cents to be assigned to the newly established College of Agriculture Student News and Information Bureau to provide an alumni information letter.

Officers:

The officers will include a president, vice president, secretary-treasurer and board of directors, all to be elected by the active members of the association at the annual meeting.

Proposed Projects and Activities:

Proposed projects and activities of the alumni organization will be presented at the charter organization meeting for discussion and adoption.

If you qualify for either active or associate membership in the alumni organization, you are invited and urged to attend the charter membership meeting on January 31 during Farm and Home Week. There will be time for a social get-together too, with coffee and doughnuts on the menu.

Since the College does not have a complete list of all College of Agriculture graduates, this letter is being sent only to farm advisers, assistant farm advisers, and vocational agriculture instructors. The planning committee would appreciate it very much if each of you would take the responsibility of notifying all the men in your county who you know are graduates of the college or who qualify as associate members of the alumni organization.

If you cannot attend this meeting, you can still be enrolled as a charter member by sending $2.00 by check or money order to John Behrens, 330 Mumford Hall, Urbana, before January 30. Make checks payable to Illinois Agricultural College Alumni Association.

Sincerely yours,

John H. Behrens

John H. Behrens
Assistant Extension Editor
Secretary, Planning Committee

JHB:kp



Extension Editorial Office   University of Illinois   College of Agriculture

Follow-Up On Last Week...

Friend Fred Hoppin writes, "The idea to organize the Ag Alumni Association is certainly a good one. It should have been done years ago." Fred also said he appreciated the Farm and Home Week mat, and he thought the idea of a farm radio roundup was a good one.

Just another reminder about the Ag Alumni meeting. The planning committee is counting on farm advisers and vo-ag teachers to carry the ball by notifying College of Agriculture graduates about the charter organization meeting to be held Tuesday afternoon, January 31, following the Farm and Home Week general session. The meeting will be in the Animal Science Laboratory auditorium.

We also would like to make sure that you take a second look at your copy of the letter from Dean Howard and Director Siebert which was sent to all high school superintendents of the state regarding plans for the Agricultural and Home Economics Journalism Career Day. We would appreciate it if you would pass the information along to young men and women who might be interested in journalism as a career.

Exhibits For Women...

Commenting on our review of editorial work plans for next year, Lee County Home Adviser June Pilgrim asks why exhibits for women were not included in the Farm Progress Show Carnival of Knowledge. The answer: When plans were made for the show, it seemed that the home economics presentations would be best received in the "women's tent" located in another area of the show grounds.

Education On Cards...

John McCue stopped by the other day with an idea. We think it's a good one and wonder what you think.

John wanted to know why the Extension Service couldn't put out a series of simple, illustrated "educational cards." Each card would carry a single item of important information. For example, an illustrated 4 x 6 card could tell and show how much plant food it takes to produce 100 bushels of corn per acre. Another might show how costs of producing corn go up as yield goes down. Another might present the essential information on corn borer control. And so on.

John points out that when you visit a commercial establishment you usually walk out with something in your hand--an advertising leaflet, a blotter, a book of matches, or something. He says he thinks you could do a lot of educating when a farmer visits the office by handing him one of these educational cards when he walks out. Well, if any of the rest of you think this idea has merit, we may see if something can be done about it from this end.

No Laurel-Resting For Fike...

You would think that when a fellow wins the sweepstakes award for editorial achievement, he would sit back and rest on his laurels. Not so, Darl Fike. He's just come up with a new and revised procedure for handling his regular news services to weekly and daily newspapers and radio and television stations. If you're interested, drop Darl a line and ask him about it.



Extension Editorial Office University of Illinois College of Agriculture

College History On Tape...

On February 7 Professor Sleeter Bull will review the history of the College of Agriculture before a meeting of the University's Citizens Advisory Committee.

We thought a lot of people might be interested in the many contributions of the College during its history. So we have arranged with Sleeter to make a 15-minute tape recording of the highlights of his presentation. Dave Phillips will do the narration.

If any of you would like to have a copy of this recording, you can get it by sending us a blank 15-minute tape. We'll dub it off and send it to you.

Farm Roundup Also On Tape...

We've mentioned our plan to start a State Farm Roundup of farm news and events via spot tape recordings from farm advisers in different parts of the state. The first of these roundups will go on the air this Saturday, January 21, on the WILL Farm Hour--580 on your dial.

Several farm advisers have asked if they could get copies of this recording. The answer: Yes. Just send a blank tape with your request to the Extension Editorial Office, 330 Mumford Hall.

For the time being, these tape services can be offered free of charge. There may come a time when we will have to ask you to help share the dubbing charges which we pay to the University's Radio Recording Service.

If there are other special features you would like to see us put on tape, drop us a line and tell us about them.

1-19-56

Two Special Editions...

We've cast eyes this week on two excellent newspaper special editions.

The first was a special home bureau edition of the Jersey County Democrat News. This four-page section was a salute to 25 years of home bureau work in the county which came out just ahead of the 25th annual meeting.

So this week's bouquet of African violets goes to Home Adviser Marjorie Leach, who surely had a hand in the planning of this special edition. We would like to think she got some of her ideas from Agricultural Journalism 114, in which she was a honor student.

Once again the Danville Commercial News has come out with a special farm bureau edition, and the pages hit the usual high standards. Farm Adviser Orin Hertz had a hand in the stories and articles, which review the work of the Extension Service during the past year.

Hertz To Face TV Cameras...

This Sunday, January 22, at 3:30 Orin Hertz, the distinguished Danville son, adds a new experience to his career. At that time, Orin will step before the wide-eyed cameras of Station WDAN-TV to MC the first of a series of weekly half-hour farm television shows. It was our pleasure to be in on the birth of this baby a couple of weeks ago, and we think it will grow into a lusty product. The weekly Sunday half-hour show will be called "Neighbors on the Farm" and will feature news, weather, market reports, visits with county farm neighbors, and an educational feature. Orin will hold the show together as the MC.

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

4-H Week Promotion Mat...

As you know, National 4-H Club Week is March 3-11. Many of you probably are planning special 4-H promotion during the week, and there's a special mat in this week's packet to help with the job.

Two Votes For Educational Cards...

DeKalb County's Al Golden and Warren County's Stanley Sims have written to approve John McCue's idea regarding the need for "educational cards." Al suggests that different colors be used for different subject areas--green for agronomy, blue for animal science, yellow for dairy and so on. He also believes some system of indexing will have to be worked out to make filing possible. Stanley says he has plenty of ideas for subjects to be treated if we need them.

After the rush of Farm and Home Week, we'll give the idea a whirl and see where we come out.

Add Another Attractive Letterhead...

If you want more ideas for attractive letterheads, ask Curt Eisenmayer to send you a copy of the one he uses in Henderson County. The letterhead incorporates six color photographs which show the steps in making good pastures pay off. We noticed the neat job when Curt sent us a copy of the program for the "First Annual Iowa-Illinois Institute" which was held last week in Burlington, Iowa.

Take Another Look...

For a better appreciation of "How Farm People Accept New Ideas" take another look at the publication by the same name which was sent to you last week. The publication is Special Report No. 15, prepared by George Beal and Joe Bohlen of Iowa State College.

After you've read it, take a look around your county and see if you can spot the people who would be classed as "innovators," "community adoption leaders," "local adoption leaders," and "later adopters."

A Top For A Column...

One of the more attractive column headings we've seen lately is the one which tops the weekly writings of Clinton County's Bert Sinclair. The heading features Bert's picture framed on half of a barn door while the other half opens to show a background of rich farm land. The heading is "Better Farming For Better Living." The column is part of an excellent farm news reporting job which Bert supervises in the Carlyle Democrat.

Farm Writers May Organize...

During Farm and Home Week, steps may be taken to organize an Illinois Farm Writers and Broadcasters Association. We've asked more than 100 farm editors, writers, and broadcasters if they would be interested in such an organization, and the response has been enthusiastic. A dinner meeting is planned for Monday night, January 30.



Extension Editorial Office University of Illinois College of Agriculture

Farm and Home Week Deadlines...

330 Mumford this week is a combination press association headquarters, television production studio, and central broadcasting system. To use a teen-age phrase, "The joint is jumping with buzzin' cuzzins." In other words, we are in the middle of Farm and Home Week, and coverage deadlines are competing for headlines. But we are enjoying every minute of it.

Radio Chief Dave Phillips Reporting: Listeners to the University of Illinois radio station WILL were able to here approximately 5 hours of special Farm and Home Week broadcasts each of the four days of the event.

The broadcasts, including both home economics and agricultural programs, were produced by the Extension Editorial Office in cooperation with the station. This schedule was in addition to the regular home economics program, For You At Home, put on each morning from 9 to 9:30, and the Illinois Farm Hour, from 12:15 to 12:55.

The special Farm and Home Week shows started at 8 a.m. and ran until 4 p.m. Most were tape recorded on the spot and used later, but at least 2 hours each day were by direct broadcast.

TV Chief Jack Murray Reporting: There were three main areas of effort in TV coverage of Farm and Home Week...live shows, special news packets for local stations, and a state-wide news service.

Here's the record:

Live shows: A total of 5 special programs presented on the two local stations, WILL and WCIA.

News - Local: Daily packets to each local station. Each packet contained 5 to 7 stories, with accompanying 8 x 10 photos.

News - Statewide: Two mailings of 5 stories each, with accompanying 35 mm slides. These packets went to 25 TV stations serving the Illinois audience.

This latter effort actually was a trial run to find possible 'bugs' in the plan for the College's new direct TV news service. The original schedule called for 3 mailings. The 'bugs' ate it down to 2.

Press Chief Bob Jarnagin Reporting: Bob had the good help of Dick Johnston, Jim Glessner and Don Nelson in covering the sessions for the press wire services and keeping the visiting news hounds happy with copies of advance speeches. Hadley Read coordinated the whole procedure and made sure that all the gears were in mesh, besides answering all of the many questions that always come up at the busiest time.

Decisions on Organization

More than 100 College of Agriculture graduates voted this week to organize a College of Agriculture Alumni Association. A much smaller group of farm writers and radio broadcasters voted to organize an Illinois Farm Writers and Broadcasters Association. Will give you more details on these organizations later.

2-2-56



Extension Editorial Office University of Illinois College of Agriculture

"Kit" Issues Special Edition...

If you want to see a bang-up job of promoting the Extension Service, take a look at the special Extension Edition of the McLeansboro TIMES-LEADER. There's a copy in this week's packet for each farm adviser.

This special 4-page edition was put together by Farm Adviser F. W. Kittinger and TIMES-LEADER Editor Bob Evans with a helping hand from Jack Everly from this office.

The issue speaks for itself, and the bouquet of pansies this week goes to "Kit" for making the extra copies available.

We think a good project for 1956 would be for each farm adviser to discuss the possibility of a special Extension edition with one or more of his county editors. Ideally, the project should be a joint one covering both agricultural and home economics extension, with both the farm adviser and home adviser lending a hand. Our office would be willing to prepare special material for such an edition if enough counties were interested in doing something about it.

Operation Pork Lift...

The Geneseo Chamber of Commerce, with an able assist from Farm Adviser Darl Fike, recently staged "Geneseo Pork Lift" as a clever pork promotion campaign. City stores cooperated in offering pork cuts at wholesale car load costs. Darl handled the advance publicity which included four press releases, two radio programs and a television show. More than 108,000 pounds of pork were sold during the day.

2-9-56

Vo-Ag Information Workshops...

The first in a series of seven information workshops for vo-ag instructors was held last Saturday morning in St. Charles. Attendance was good. The reception was gratifying. Here's the schedule for the remaining workshops:

Feb. 8--Marion; Feb. 11--Jamaica High School, Sidell; Feb. 15--Newton; Feb. 16--Clinton; March 3--Princeton, and March 17--Greenville.

If you would like to attend one of these sessions you are invited.

Better Home Bureau Publicity...

Home economics editors Jessie Heathman and Marliene von Bose returned from Mason County the other day with glowing things to say about the county home bureau plans for information and publicity. The girls met with the unit publicity chairmen to discuss ways and means of making an already good program even better.

Photographic Workshop...

Just a reminder. The dates for the much-discussed photographic workshop are April 4-6. We'll be sending you more details within the next couple of weeks.

Hertz Takes To TV...

Sunday afternoon we scooted to Danville to watch old pro Orin Hertz put on the third of his weekly Sunday afternoon half-hour TV shows. It was a good one, featuring an interview discussion with folks from Rankin on the Rankin Community Improvement program.

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

New Direct TV Services...

This week's packet contains sample materials from the first mailing of our new direct weekly services to Illinois television stations.

Supervising production of these services are Jessie Heathman for home economics and Jack Murray for agriculture. Other office staff members contribute photographic, art, visual and writing skills and talents to the production.

It seems to us that the weekly packet ought to be a "natural" in providing you with an opportunity to visit your local television station and to discuss opportunities for farm and home television with the program director.

In the meantime, if you have suggestions on how we can make the packet more useful, please let's have them.

Stamp Out Brucellosis...

Enclosed this week is a packet of materials designed to help you promote a brucellosis eradication campaign in your county in cooperation with your county veterinarians. Most of the material is, we believe, self-explanatory. Dean Howard and Dean Graham are agreed that now is the time to deal the knockout punch to brucellosis in Illinois. The key to this situation lies in the simple fact that money is now available from state and federal sources to pay indemnities to farmers for any losses they may have from slaughtering reactors in their herds. State law also requires all milk for human consumption to come from brucellosis-free accredited herds by July 1, 1957. You can help right now to get this important job done.

Conference On USDA Information...

A welcome "working guest" in the office this week is Edith Swing of the USDA's Office of Information. Edith and members of the editorial staff are holding a series of study conferences on ways to improve the processing and distribution of information prepared and released by the USDA. Our conclusions and recommendations will be discussed with R. Lyle Webster, who is director of the Office of Information, when he visits the office Friday and Saturday.

The Extension Service is regarded as the "educational arm" of the USDA, and part of the educational process involves the efficient and timely mass distribution of educational information.

Getting Set For Career Day...

Webster, who arrives Thursday night for Friday conferences, is also one of the speakers for the Agricultural and Home Economics Journalism Career Day this coming Saturday, February 18. Other speakers will represent the following fields: newspapers, radio, television, farm magazines, trade publications, advertising agencies, and agricultural industries.

Likes Educational Card Idea...

From Macoupin County, Assistant Farm Adviser Duane K. Hanley writes that he likes John McCue's ideas on educational cards. Within the next month or so we hope to prepare a couple of examples.

2-16-56



Extension Editorial Office University of Illinois College of Agriculture

Ag.-Home Ec. Journalism Career Day...

Thirty-five high school and college students registered at the first Agricultural—Home Economics Journalism Career Day last Saturday.

We think the speakers increased the interest and enthusiasm of the students for work in this field.

All speakers emphasized the importance of a strong background in general agriculture or home economics, with skill in reporting and writing. They also stressed the value of a period of apprenticeship.

While attendance was light, the program and promotion has called attention to agricultural—home economics journalism at the University. You can help by letting us know of young people in your county who are interested in this field.

Photographic Workshop...

You'll soon receive a letter giving details of the April 4-6 Photographic Workshop for farm and home advisers. Registration blanks will be included with the material.

International Visitors...

Twelve international visitors will be on the University campus March 11-17 to study agricultural information campaigns. Our staff will try to give them the benefit of experiences in Illinois so that they may plan effective information campaigns when they return to their countries.

2-23-56

Special Enclosures...

There's a real jackpot of enclosures in this week's packet for each farm adviser. Take a look at them.

Vegetable Disease Control: Professor M. B. Linn has prepared a detailed outline on "Recommendations for Disease Control in Vegetables." It's an excellent summary of the information you will be asked to give many times this summer.

Chicken of Tomorrow Contest: Poultry specialist Don Bray sends along the announcement leaflet on the 1956 Illinois Junior Chicken of Tomorrow Contest. Many of your young poultry raisers should be interested in this program.

Illustrated Features: The packet also contains two sets of illustrated features for your use in the county publication or in one of your weekly newspapers. The first is an illustrated feature on the 1955 Morrow Plot tests. There are also five special illustrated articles on the 1956 insect situation. If you have a minute, we would appreciate your reactions to such illustrated articles. Copies of the material have been sent to each daily newspaper in the state, so you will not want to service these papers with the information.

Switched Pages...

We regret that the second pages of the first two stories in the brucellosis control packet we sent you last week were switched. Maybe you have caught the error already. If not, we would appreciate it if you would be sure that the correct second pages of the control story No. 1 and the law story No. 2 are put with the right first pages.



Extension Editorial Office   University of Illinois   College of Agriculture

Two Speeches on Tape...

We have two recent and interesting speeches on tape in our library waiting to be dubbed off for you. One is 15 minutes long. It covers the highlights of a speech made recently by Prof. Sleeter Bull before the University Citizens Advisory Committee. In this speech Prof. Bull reviews the contributions of the College of Agriculture to the welfare of the citizens of Illinois. If you want this one, send us a 15-minute tape and we will dub the talk and send it to you.

Second talk we have on file is by Earl M. Hughes, Commodity Stabilization Service administrator for USDA. Hughes spoke at Farm and Home Week. His talk runs about 45 minutes. If you want that one, send two tapes.

"Discovery" Continues...

Just a gentle reminder that the facilities behind the research at the College of Agriculture are being dramatized each Thursday at 12:30 p.m. during the Illinois Farm Hour on Station WILL, 580 kc. Each week Dave Phillips, Farm Hour host, takes you behind the scenes in sound for 13 minutes to "discover" how progress is made in agricultural research.

Illustrate to Motivate...

Frank Shuman used to say, "You have to illustrate to motivate." Farm Adviser Warren Myers believes that too. One of his illustrated circular letters recently took first place in a contest sponsored by Better Farming Methods.

3/1/56

Another Special Farm Edition...

From Whiteside County, Farm Adviser Chuck Federman has sent us a copy of the special 48-page Annual Rural Edition of the Sterling Daily Gazette. In the past we've had nice things to say about the editions put out by the Danville Commercial News and the McLeansboro Times-Leader. Everything we've said about those two efforts applied in kind to the issue put together by Farm Editor Ned Young of the Gazette. He certainly received a helping hand from Chuck and the other extension personnel in the county, and this week's special bouquet goes to that crew.

Your Voice Is Heard...

We wish some guy would coin a proverb to read, "IF YOU DON'T SPEAK UP, YOU WON'T BE HEARD." We like to have you speak up about things you like and don't like in the way of editorial services.

Three fellows spoke up this week, and they were heard.

From Lee County, Jim Somers sent us the name of a young man interested in agricultural journalism, mentioned that he liked the illustrated features we recently sent out, and asked for some ideas and suggestions on a planned 4-H show that's coming up.

Andy Wicklein wrote from Will County that the packet of spring farm stories prepared by the students in agricultural journalism rang a bell with him and that he could use a similar one each season.

Lake County's Ray T. Nicholas took time to add his voice to those who like the illustrated feature articles.

It Says Here... NEWS for and about the Counties

Extension Editorial Office   University of Illinois   College of Agriculture

Register Now For Photo Workshop...

That much-talked-about and twice-postponed photographic workshop for county extension personnel is now all set to happen on April 4, 5, and 6. A copy of the planned program for the 2 1/2 days is attached to this letter. We've tried to make it flexible enough to appeal to a wide variety of skills and interests. Composition of the work groups will depend upon the experience of you people who attend.

Now there is one small hitch: Because we want this workshop to give some practical, on-the-spot experience in taking good pictures, THE ENROLLMENT MUST BE LIMITED TO 50 PEOPLE.

This means that we have to ask you to REGISTER IN ADVANCE. There is a registration card attached to the program for this purpose.

So, if you would like to take part in the photographic workshop on April 4-6, please fill out the registration card NOW, and return it to us. If more than 50 of you return registration cards, we will have the sad task of saying that the first 50 who returned cards are "in". WE WOULD LIKE TO HAVE ALL REGISTRATION CARDS IN BY MARCH 23 SO WE CAN COMPLETE FINAL PLANS FOR ROOMS, LABORATORIES, AND SO ON.

Those of you who attend the workshop should plan to bring whatever cameras and camera equipment you have. We also assume you will make your own room reservations.

3-8-56

Macoupin County Salutes 4-H...

From Macoupin County, Assistant Farm Adviser Duane Hanley thoughtfully sent full-page tear sheets from THE CARLINVILLE DEMOCRAT and THE MACOUPIN COUNTY ENQUIRER, both giving all-out attention to 4-H Club work in the county. The technique of well-rounded editorial coverage combined with congratulatory business ads was used to advantage.

We hope all of you will send in such tear sheets and special sections from your counties. We may not be able to mention them all in this column, but we plan to send them to the 4-H Club staff in Washington.

The Column Touch...

While looking at the 4-H Club material we also ran an eye down the excellent column prepared by O. O. Mowery. Orville has a nice column touch. One of his paragraphs starts out, "During the past week, I had a talk with Professor Tyner of the department of agronomy, and he told me..." That's easy, conversational style which appeals to readers.

Your County's Agriculture...

The other day we happened to see a news writeup on agriculture in Dade County, Florida. That's the home county of Miami. As a reader nearly 1500 miles away, we were still interested in the number of farms in the county, the size of the farms, the main crops grown, and so on. It occurred to us that many of your city readers might be interested in some facts and figures about agriculture in your county.



xtension Editorial Office University of Illinois College of Agriculture

Guests From Other Lands...

The editorial office this week is enjoying its role as host for a group of six foreign visitors who are studying American agricultural information techniques. Two of the guests are from the Philippines, two from Korea, one from Thailand, and one from Peru. Special attention is being given to the technique of "campaigns" in presenting agricultural and home economics information to mass audiences.

The Importance of Being Informed...

DeKalb County's Al Golden recently ran this observation in his weekly column:

"There is one farmer I know in DeKalb County whose farm management records show he is consistently above average when his records are compared with similar sized farms of similar soil type and kind of enterprise. Such management ability doesn't just happen.

"The interesting part of this story is that I've seen this man at nearly every county educational meeting or tour held."

Nothing takes the place of being informed."

Field Editor Work...

Assistant editor Jack Everly spent some time this week in Stark County discussing photographic problems with Farm Adviser Glenn Garvin. Assistant editor Bob Jarnagin is in Lee County today talking over 4-H promotion problems with the Lee County extension staff. We hope to have reports from these two men next week.

3-15-56

Special Soil Conservation Edition...

Through the good office of Wabash County's Venus Vaughn, we received a copy of a recent issue of the Mt. Carmel Daily Republican-Register which carried a special feature section on the local work of the Soil Conservation Service. We thought the effort was excellent for a first try. We were especially interested in a story carrying this head: EXTENSION SERVICE READY TO HELP WITH SOIL CONSERVATION.

Another Special 4-H Edition...

Also in the mail this week we found another special 4-H newspaper edition. This one was from the Joliet Herald News, and it came in with a letter of explanation from Will County Assistant Home Adviser Eunice E. (Betty) Shinn. Betty says all the pictures and news for this 36-page tabloid edition were furnished by the personnel of the county extension office. This staff, as you know, includes Andy Wicklein, Ruth Mozzi, J. K. Bailey, and Betty.

Since some of the Will County farm families do not subscribe to the Herald News, the paper was good enough to furnish 500 extra copies of the edition for distribution at the 4-H rally held on March 8.

There was one significant statement in Betty's letter that we would like to repeat. She wrote, "We conduct a companionized extension program in the county."

FLASH. As of today (March 14) 48 county extension workers have registered for the Photographic Workshop.



xtension Editorial Office   University of Illinois   College of Agriculture

All Set for Photographic Workshop...

The "committee in charge" is putting the finishing touches on plans for the first Extension Photographic Workshop, which swings into action Wednesday afternoon, April 4.

We've found that the doors will swing a little wider than we had thought. So the registration total has been permitted to stretch from the designated 50 to 66 shutterbugs. This means that all of you who sent in advance registration cards by March 20 are members of the workshop in good standing. Let's check signals on what needs to be done in advance:

1. Make your own hotel reservations in advance.
2. If you have a camera, bring it, together with the accessories you have.
3. If you have some specific questions you would like to have answered during the workshop, send them to us before April 2.

Tazewell Salutes 4-H...

We're indebted to Tazewell County's assistant home adviser, Joan Bruder, for keeping us posted on the cooperation given by the Pekin Times during National 4-H Club Week. Joan sends along a full-page picture tear sheet from the Times showing the many and varied projects available to 4-H Club members.

A REMINDER: Be sure to let your editors know you appreciate their cooperation.

3-22-56

Field Editor Responsibilities...

In spite of shifts in personnel in the editorial office, we are making every effort to maintain the concept of "field editor" responsibilities.

As you know, some member of the editorial staff will always try to be available to meet with you on any information problem you might have. This, of course, doesn't mean that we have enough hands to take local pictures and write local stories.

Starting April 1, field editor responsibilities have been assigned as follows:

District I--Bob Jarnagin
District II--Jack Murray
District III--Hadley Read
District IV--Dave Phillips
District V--Jack Everly

These fellows are ready to help with home economics information problems too if Jessie Heathman or Marliene von Bose is not available.

Format for Half-Hour TV Show...

Attached to this letter is the format outline which Orin Hertz follows in planning his weekly Sunday afternoon half-hour television show. We thought you might be interested in taking a look at it.

Hertz, along with other members of the county staff, serves as M.C., talent scout, farm newscaster, and program planner, and occasionally he adjusts the lights.

FARM NEIGHBORS

W D A N - TV - Channel 24

Sunday ________ __________1956 - 3:30 - 4:00 p.m.

Schedule

3:30 - - Theme, Introduction & Commercial - Station

- Greetings and Weather Introduction - M. C.

- Weather Report and Outlook - Ralph Webber

- Local Farm News and Interests - M. C.

- Commercial - Station

- Farm Neighbor of the Week

- Farm Market Trends

- What's New - Extension

4:00 - - Closing and Commercial - Station

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

Field Editor Reports...

We mentioned that editors Bob Jarnagin and Jack Everly had recently been "in the field" on special assignments. You will find their brief reports attached to this letter.

An Extension Success Story...

Supervisor Hank Brunnemeyer called our attention to a "success story" included in the monthly narrative report of Max Fox. We thought the story was good enough to reproduce, so you'll find a copy of it in this week's packet.

A Public Relations Step...

Those of you who attend Swine Day this Thursday can give us your reactions to the public relations gesture of the College and the agricultural alumni organization in sponsoring a "coffee hour" for College of Agriculture graduates and their guests following the Swine Day program.

As Dean Howard explained in a letter to department heads, the coffee hour "will permit us to get reacquainted with our graduates and will demonstrate our interest in having them back on the campus as often as possible."

Farm Writers-Broadcasters Meet...

The officers and directors of the newly established Illinois Farm Writers and Broadcasters Association will also hold a planning meeting during Swine Day.

Spring Flowers to Ed Bay...

This week's special bouquet of spring flowers goes to versatile Ed Bay, the "voice" of Sangamon County, for his many and varied contributions to the special spring farm sections of the Illinois State Journal and the Illinois State Register. The stories and pictures in these two editions did much to reacquaint the newspapers' readers with the importance of agriculture and the contributions of the Agricultural Extension Service.

No Feet Dragging Here...

Assistant Youth Adviser Fred Tincher of Fayette County says the special newspaper coverage of National 4-H Club Week in the county shows that "we are not dragging our feet in the southern part of the state." After looking over the collection of press reports, we heartily agree. We're sure Ed Bay will be glad to share his bouquet with the crew in Fayette County.

Finishing Touches For Photo Workshop...

The editorial desks here are being cleared in preparation for the first Photographic Workshop, with the focal point adjusted for Wednesday afternoon, April 4, at 1 o'clock, when Dr. Kammlade is slated to say words of welcome. We've stretched the registration total to 65 and, if interest warrants, we'll hold other workshops in the future.

3-29-56

FIELD TRIP REPORTS BY
BOB JARNAGIN AND JACK EVERLY

Bob Jarnagin reporting...

Lee County is planning a fund-raising drive to aim for $75,000 to build facilities for a county 4-H Fair. So far 20 acres of land have been purchased on Route 30 just west of Lee Center, where building will start this summer. At the last report, the drive was scheduled for the last week in March. The problem, with slightly more than two weeks to go, was to plan effective publicity for the event to be sure that the potential contributors were informed in advance. Fortunately, the story of the needs and the things done so far to bring the 4-H Fair to reality have been talked about in Lee County religiously since last summer, so the people already know what has been going on. In a meeting with the publicity committee for the fair, we emphasized the great need for organizing the fund drive to hit everyone and to have plenty of workers. We also laid out a longer range promotion campaign that included use of all the media to keep the county people informed of progress as the campaign continues.

Jack Everly reporting...

Stark County will soon be using the tool of photography to tell its extension story on a very modest budget. They will be servicing the three daily newspapers and at least one of the two television stations that come into the area with 2 1/4 x 2 1/4 negatives. In their extension meetings they will use the new 2" x 2" super slide with 85 percent more picture area than the 35 mm. slide to illustrate their talks. All of this will be taken with one camera. After meeting with the joint Extension Program and Public Relations Committee, they have decided to buy a second-hand Rolleicord camera, with flash. With a Nikkor developing tank, Farm Adviser Garvin plans to turn his desk into a photo lab while dictating letters or handling other urgent business. Oh, yes, their photography cost will be one-third of the budget that would be needed for sending finished prints to their media.

Extension Success Story
(Not for Publication)

Max Fox Sells Value of Education

This story begins in January 1955, when Albert Linden, Jr., Suydam Victor 4-H Club in DeKalb county, was selected to attend Farm and Home Week at the University of Illinois on a Pure Milk scholarship.

Max Fox, DeKalb county assistant farm adviser, invited Al to ride to Urbana with him. On the trip to Urbana, the discussion turned to Al's school activities and the possibility of his going on to college. Al felt that college was too costly and that he and his family couldn't afford the expense.

When he arrived in Urbana, Al was presented with his scholarship by Associate Dean Hank Hannah of the College of Agriculture, who certainly gave him a warm welcome to the campus. Al was then taken to the Dairy Department, where his week's activities started.

On the last day of Farm and Home Week, Max conducted Al on a tour of the campus and the South Farm with the idea that he was a potential college student. Since Al was on a dairy scholarship, Max put special emphasis on the possibilities in the dairy field.

On the return trip to DeKalb county, Max discussed the problems of going to college with Al from all angles and told him about available scholarships and meal jobs to help cut down the cost of an education. A few days after they got back, Al's father called at the office and wanted to know what Max had done to convince his son on the possibility of going to college, as he had talked of nothing else since he returned from Farm and Home Week.

Through the boy's initiative and recommendations by Farm Adviser E. E. Golden, Al was granted a $1,000 Dairy Technology scholarship. He has now completed his first semester of work at the University of Illinois with a 3.666 grade-point average. He also held a meal job during the semester to help keep his expenses within the family means.

Mr. Linden, in recent talks with Max, has shown that he is proud of his son's accomplishments. He feels that the influence and encouragement the boy got from extension personnel has been the spark that started his college career.



Extension Editorial Office University of Illinois College of Agriculture

Approach the Farmer as a Man...

Mervyn Reeves, an agricultural extension editor in England, recently wrote an article for an international magazine with the title "Approach the Farmer as a Man." We think Editor Reeves has something to say and that it applies to the whole business of communicating with people. Here are some quotations:

"Thirty years ago, the late Professor A. W. Ashby said that if the farmer is to be persuaded to technical change 'he has to be approached as a man.' This sounds obvious but there has been (and still is) a tendency to regard the farmer as an economic unit of certain productive value. Governments are bound to think in these terms; but advisers, to be successful, must study the farmer as an individual with normal human characteristics, and as a member of a living community. We should know more than we do about the farmer in his social and personal settings (and what a wide range of meanings the word FARMER has!) We should be more aware of the influences that guide him in his economic and socioeconomic activities. This is the key to the proper use of group and mass media.

"Although it is widely stated that profit is a powerful incentive--that if you can demonstrate that money can be made by adopting a certain technical advance your job is nearly done--experience often teaches differently."

The same philosophy would apply, we're sure, had the title of the article been "Approach the Housewife as a Woman."

Pictures Tell 4-H Story...

McLean County's Assistant Farm Adviser Bill Stone sends along a full-page tear sheet from the Bloomington Pantagraph showing how the 4-H story was told in pictures during National 4-H Club Week. This is more evidence of the good public relations enjoyed by 4-H and the close working relationships between the county extension personnel in the county and the Pantagraph.

Farm News--Woman's Viewpoint...

The Sunday, April 1, issue of the Illinois State Journal-Register carried a full-page spread reporting Swine Growers Day, prepared by the farm editor.

The double-column headline caught our eye. It said, "WOMEN ARE CALLING FOR MEAT TYPE HOG." This is farm reporting from the woman's point of view--and for good reason. The Journal-Register's farm editor happens to be Miss Beulah Gordon.

Sometimes we think if there were more feminine farm editors farm progress would be faster.

National Home Demonstration Week...

Home Economics editors Jessie Heathman and Marliene von Bose are hard at work this week putting the finishing touches on a special promotion packet for all of you home advisers to use during Home Demonstration Week, April 29 to May 5. Plans call for the special packet to be mailed by the end of this week or first of next. Be on the lookout for it.

4/5/56

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

Advisory Committee To Meet...

Our activities in the Editorial Office are scheduled to come under the careful scrutiny of the Farm Advisers' Information Advisory Committee next Wednesday, April 18. Purpose of the conference is to review the office services and to make recommendations for their improvement. Warren Myers serves as the chairman of the committee. Other members include O. O. Mowery, Darl Fike, H. H. Fulkerson, Ralph Broom, Ray Nicholas and Arnold Roward. We'll plan to report the recommendations of this meeting in detail at a later date.

Lee County Drive...

Saturday noon, March 31, Lee County Farm Adviser Jim Somers had two county 4-H Club members with him on WREX-TV, Rockford, to report results of the fund-raising drive to develop facilities at the new Lee County 4-H Center this summer. They were able to report cash donations of $18,000, $2,000 in pledges, 2,000 bushels of corn promised at harvest time, and enough other pledges of commodities and materials to bring the total to about $24,000. Jim feels that this is a good start toward the $75,000 goal, since much cleanup remains and the towns of Amboy and Dixon were not included in that total.

Jim sent news releases on the drive to three daily newspapers, seven weeklies, one biweekly, four radio stations and three TV stations. He had two programs a week of his own on WSDR, Sterling, and local people appeared twice on WLBK, DeKalb and WLPO, LaSalle. The list of clippings Jim sent us was impressive.

4-12-56

Credit Where Due...

Word from genial Ed Bay over in Sangamon county is to the effect that we gave him too much credit for the articles on agriculture and the Extension Service that appeared in the special farm editions of the State Register and Journal. Ed says that Assistant Farm Advisers Ed Myers and Merlyn Heyen deserve as much credit as he for preparing the articles on the county agricultural Extension program, 4-H, Rural Youth, soils and organizational activities. So here are a couple more bouquets of spring flowers to these two energetic assistant advisers in Springfield.

Be Well Known...

That's the timely advice of Mrs. Elaine Wendler, Madison county home adviser, in the last issue of the Extension Service Review. Look on page 69, if you haven't already read this well-written article. There are some good ideas on how to get your name in front of the home county folks and how to keep it there. What especially makes the editorial cockles of our tired old heart fill with glee is Elaine's recital of her constant use of the mass media of communications. As she so aptly says, she has made a good start at reaching more people with information.

Rural Youth Page...

Bill Coolidge has handed us a page from the Peoria Journal-Star devoted entirely to a story with pictures of the annual Peoria County Rural Youth banquet. A nice plug for the young people.

It Says Here... NEWS for and about the Countys

xtension Editorial Office   University of Illinois   College of Agriculture

Some Plain Talk About Public Relations...

Last week an extremely important meeting was held in Springfield, as all of you know. It was important from the standpoint of the the problem, and it was important from the standpoint of public relations for the Extension Service, the College of Agriculture, and the county farm bureaus.

From where we sit, it would appear that the public relations aspects of the meeting could have been better handled. The Extension Service, the College of Agriculture and the county farm bureaus need the interest, respect and support of the "press." They have received this support in the past. It was unfortunate, therefore, that the decision was made to "bar the press" from a meeting involving public institutions and attended by more than 400 people.

There is neither time now space here to go into all of the ramifications of freedom of the press. All of us will agree that it would be much more convenient if the press were not so free at times. We know that this freedom has been abused. But we also know the frightening consequences that can result when the press is no longer free.

There is little point now in rehashing the past. At the close of the meeting, it was suggested that each of you make sure your local papers and radio stations were thoroughly informed on the documents presented and discussed at Springfield. During the next few months, these documents will be the basis for important decisions in your county. The "public" has a right to know the implications of these decisions.

Bundy Poses A Question...

From Richland County, Assistant Farm Adviser Warren Bundy poses this question regarding 4-H promotion: "Which is the more effective approach from the standpoint of informing the public about 4-H--the full-page spread or in some cases the special edition on 4-H covering several pages, or the series of articles over a longer period of time?"

Warren partially answered his question by sending along a series of articles that had been carried by the Olney Daily Mail during and after National 4-H Club Week. "You may note," he explained, "that the National 4-H Club Week publicity led into a 4-H Camp Fund Drive."

As is true of many good questions, there is no one good answer. A full-page spread or a special edition is an excellent way to get maximum attention for a short period. The series of stories is the best way to maintain interest over a longer period. In many cases, it will be possible to use both techniques--the special edition followed by a series of stories.

Brucellosis Film Available...

Many of you who are cooperating in the brucellosis eradication campaign may want to make use of the USDA color film, "THE TRIPLE THREAT OF BRUCELLOSIS." The USDA Office of Information reports that a number of midwestern states have made good use of the film. Prints are available through the University's Visual Aids Service.

4-19-56



Extension Editorial Office University of Illinois College of Agriculture

Information Advisory Committee Meets...

In the packet this week, you will find minutes of the April meeting of the Farm Advisers' Information Advisory Committee. chairmanned by Warren Myers, Macon county farm adviser.

Members of this committee had valuable suggestions to offer for improving press, radio, television, and visual activities of this office.

Among the practical suggestions was one to send copies of press releases to advisers at the same time they go to newspapers. The committee felt this would avoid the problem of local papers receiving stories before advisers have the information. This suggestion went into effect this week.

Information Coordination Committee...

Another information committee met here last week--the College's Information Coordination Committee.

This group, representing the various departments, considered four major topics: radio; exhibits; motion pictures; and TV.

Dave Phillips described plans to revamp the WILL FARM HOUR: proposed a plan to establish an FM relay system to send radio programs state-wide.

John Behrens outlined plans for a proposed College of Agriculture hospitality and exhibit tent for this year's Illinois State Fair; unveiled a design for a new exhibit for student recruitment.

Jack Murray described TV production activities, including live shows on WILL and WCIA and the new weekly service to 30 TV stations; discussed areas of need, including field work, training and new approaches to extension teaching via TV.

New Uses for TV Visuals...

Two letters from farm advisers report new uses for TV materials now included in the weekly packet.

Stanley Sims, Warren county: "I'm using the TV live cards on my display board along with current bulletins. They work well to attract attention to timely information. This way I can use them, even though I don't have a regular TV show."

Al Golden, DeKalb county: "I use the TV releases, even though there is no TV station in the county. I use the releases for radio. They are short, to the point, and contain valuable information. Since the newspapers haven't received the stories, they give me a fresh news slant for radio."

We'd like to hear of other uses you are making of the TV materials. For instance: Have you tried using the illustrations as flash cards in meetings? Have you used them as illustrations for exhibits? Have you cut them out and used them as flannelgraph segments?

Fish Stories Coming...

Hadley and Margaret Read are enjoying a few days of Florida sunshine this week. Marliene von Bose, who is a native of the "Sunshine State" went along to point out choice off-shore fishing spots. We are expecting to hear accounts of giant sea monsters that got away--and other related stories.

4-26-56



Extension Editorial Office University of Illinois College of Agriculture

Visit Radio Stations...

Assistant Extension Editors Dave Phillips and Bob Jarnagin took a brief two-day tour through some southeastern Illinois counties last week and made an even briefer visit with eight radio stations to talk about farm programming. Stations included WEIC, Charleston; WCRA, Effingham; WFIW, Fairfield; WROY, Carmi; WVMC, Mt. Carmel; WVLN, Olney; WTAY, Robinson; and WPRS, Paris.

Main objective of the trip was to visit with Farm Adviser Emil Mosser in Carmi about his radio programs and to see what else could be done in White county to stimulate interest of the station and the audience in farm radio there. Emil is new in the radio business but already has found an eager and receptive audience in the county for his news and views. Other farm advisers who had problems they wanted to talk over in company were Clint Cutright, Venus Vaughn and Ed Barnes.

Radio station managers and program directors visited were almost unanimous in their desire for more and better farm programs. One big accomplishment of the trip was to inform some of the stations of the College's radio services that they did not know existed. In spite of any natural farm adviser resistance, we do think that the farm program suggestions were all well received by both the advisers and the station people.

Another item of interest that met with much favorable reaction was the FM network idea to carry the WILL Farm Hour all over the state.

New "Discovery"...

Starting on Monday evening, May 7, at 7:30 p.m. will be the new "Discovery" radio program over WILL, 580 kc., and on simulcast over WILL-FM at 90.9 mc. This new program will take the present "Discovery" program from the noon Farm Hour and combine it with another 15-minute segment for the half-hour evening show. The first 15 minutes will be the same Discovery program featuring a visit by tape recorder to places around the campus where agricultural information originates. The second 15-minute segment will feature a recorded interview by members of the extension editorial staff with a scientist about his research. Give it a plug in your county, listen to it yourself and tell us how you like it.

Photo Info...

Because so much pertinent information was given at the recent photo workshop, many of the 66 farm and home advisers and assistants who attended wanted a list of references so they could continue their study of photography. You'll find a copy of the "1956 Photo Workshop Bibliography" included in this week's packet. A flood of requests has caused us to start planning another similar workshop for this fall or next spring. Watch for the date.

First Response...

Dale Hewitt, assistant adviser in Henry county, sent in two prints of his first efforts after the workshop. His self-criticism sounds like a photographer speaking.



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Invitation to Learning...

Agricultural Engineer Frank Andrew has a quick eye for techniques and methods which further the extension program. Recently he called our attention to two postcard meeting announcements sent out by Champaign County's Bill Bunn and De-Witt County's H. N. Myers. Frank says that, even though the meetings were held at night during the busy spring work season and on subjects of rather limited interest, the attendance at both meetings was excellent.

Corn Film in Library...

The Funk Brothers Seed Company of Bloomington has given the College of Agriculture a print of its new color film, "The Great Story of Corn." The film was previewed here at a meeting of the faculty and staff, and staff members regarded it highly. The print is deposited in the film library of the University's Visual Aids Service.

Insect Reports on TV...

Bob Wack of Stephenson County has told his farm people they can learn about the current insect situation by taking a look at his weekly TV show.

Tammeus Reports From India...

The May 3 issue of the McHenry County Farmer's News carries an interesting column, "From the Land of Tomorrow," authored by former Farm Adviser Bill Tammeus. Bill's current report tells the exciting story of transporting bag and baggage to the 8,000-foot level of the Himalayas.

Miss Murray Joins Staff...

Miss Catherine Anne Murray has joined the extension editorial family. During the next several years she will specialize in parent psychology and audio communication. After that, she will switch to commotion and locomotion. She's the new daughter of Jack and Anne Murray, born Monday, April 30.

Your Public Relations...

It's the way you meet people.
It's the way you answer the telephone.
It's the effort you make to remember names.
It's the attitude you take toward your work.
It's the way you talk about your organization, your staff--your country.
It's what you say about the people with whom you work.
It's the way you answer correspondence.
It's the enthusiasm--or lack of it--you have for your work.
It's YOU!
(Adapted from USDA Employee News Bulletin.)

Whither Goest Farm Television...

Graduate Assistant Bob Nemcik is visiting a number of TV stations in the state this month to help give the editorial office a better picture of the present and potential future of farm television. Bob is taking a look at present station farm operations, future plans, and general attitudes toward farm television.
5-10-56



xtension Editorial Office University of Illinois College of Agriculture

Bob Wack Promotes the College...

Bob Wack, who does his farm advising in Stephenson County, has a deep loyalty for the University of Illinois College of Agriculture. Unfortunately, he sits about an equal distance from Urbana, Iowa State College and the University of Wisconsin. And over the years he has grown a bit weary of hearing about good ag boys who were going to Ames or Madison instead of coming to Urbana. So he decided to do something about it.

Last winter Bob outlined plans for staging an Ag College Information Day for high school juniors and seniors in the county. That "day" was held May 2, and we asked Bob to give us a report on it. Here's what he had to say:

"We started planning this thing with representatives of the University, and discussed it with the Superintendent of Schools' office before going ahead. A dinner meeting of the Ag and Home Ec advisers from each high school was very well attended. Twenty persons attended this dinner, and all of them seemed to have a sincere interest in the idea of getting information concerning college to the boys and girls.

"The county Superintendent of Schools' office sent out a letter to all principals. We sent out a letter to each parent of the juniors and seniors in all of the county high schools except Freeport, where we sent the letter only to the seniors. The letter was signed by both the farm adviser and home adviser. On three consecutive weeks, there were news articles in the weekly and daily papers. I used $1\frac{1}{2}$ minutes of television time three weeks before the meeting, and 3 minutes the day before the meeting. The radio must have used the announcement at least 15 times over a period of three days.

"About 50 persons attended. All were interested in college training. Many expressed a sincere interest in the information and were gratified that they had the opportunity to ask questions and get the information they wanted. Herb Sharp did a very good job, and I think that the meeting itself was successful.

"I wish I could have reported that 200 persons attended."

Special Soils Edition...

Coles County Assistant Farm Adviser Charles Englehardt stopped in the other Day with a copy of a special soils edition of the Mattoon Daily Journal and Commercial Star. Charles along with Farm Adviser W. S. Myers had a big hand in planning and gathering material for the 10-page edition. Theme of the issue was "Productive Soil: Man's Priceless Inheritance."

Training Communications Trainers...

Dr. Kammlade reported this week that the University Board of Trustees has approved the participation of the University in a special national conference on communications training to be held this August at East Lansing, Michigan.

The three-week conference is designed to instruct communications workers in the techniques of communications training. The initial cost of participation in the conference is $5,500. A team of three or four from the Extension Service will attend.

5-17-56



Extension Editorial Office University of Illinois College of Agriculture

5-County Meeting With Editors...

Mercer County Farm Adviser Phil Farris in collaboration with county extension personnel in Rock Island, Henderson, Knox, and Warren Counties has lined up an area dinner meeting with farm and home editors this Friday, May 25. The objective, of course, is to develop the closest possible relationships with the media people. As Phil points out, "We all agree that our relations are good, but hope this meeting will further our goal of helping rural people." These could be no better goal. Home economics editor Marliene von Bose and Editor Read will represent the editorial office.

Murray and Rowand Study TV...

TV Editor Jack Murray is in Ford County today (Wednesday) for a conference with Farm Adviser Arnold Rowand on plans for an experimental TV show dealing with actual problems of rural communities and solutions by individual farm families. We'll ask Jack to give a report on that meeting next week.

State Fair Exhibits Presentation...

Next Monday we will present a proposal before the Executive Committee of the College of Agriculture for an exhibits presentation at the State Fair. Tentative plans call for a College of Agriculture exhibits tent, 60 x 100 feet. If possible, the exhibits will be built around the theme, "Atoms For Agriculture." We will give you more details if the plan is approved by the Executive Committee.

Modular Exhibit Plan...

Those of you who attended the Photographic Workshop received a preview of the three-panel modular exhibit plan designed and developed by John Behrens and Chuc Isoline. Home advisers also saw the plan at their conference this month. The final previewing will be at the farm advisers' conference at Dixon Springs. After that you will get details on how you can order the setup.

Public Relations With Chicago Farmers...

The College of Agriculture is making plans to serve as host for an important group of visitors June 22. On that date the Chicago Farmers Club will visit the college for a review of some of the really important research programs being carried on. Many of the men belonging to the club hold key administrative and management jobs in industry.

The End Of The Column...

Those of you who write columns--and there are quite a few of you--will appreciate this situation. The folder of bright, choice items is empty. Your eyes hurt from not having had enough sleep for a week or so. You wonder if anyone reads the stuff anyway. There's more space to fill and nothing to fill it with. So you wonder if the best thing might not be to stop. And you stop.

5-24-56



Extension Editorial Office University of Illinois College of Agriculture

News When It's News...

"Keep us informed on major events in your counties."

"We always appreciate invitations to your major county events."

"From the field of home economics, we think there is a great need for more information on human nutrition."

"For the larger daily newspapers, it would be helpful to have a regular weekly county round up of weather and crop conditions."

"Can something be done about the fact that all local 4-H Club stories sound the same?"

"With news print short, there is a squeeze for space in weekly newspapers. Keep your stories precise and to the point."

Those were some of the pertinent comments made by press-radio-TV editors at the 5-county extension-editors meeting held last Friday night in Aledo. Mercer County Farm Adviser Phil Farris and his colleagues in Rock Island, Henderson, Knox and Warren Counties did an excellent job of hosting their media cooperators at the Oakview Country Club. As far as we know, this is the first time that such a shindig has been planned on an area basis. Attendance totaled 45, with county extension councils represented along with extension personnel and the editors.

Phil had arranged for a panel presentation by representatives of the weekly and daily newspaper field, radio stations and television stations.

5-31-56

TV Film on Ford Brucellosis Campaign...

"This is a story of teamwork...team-work by a group of people who had a problem. It is a story of how these people became concerned about the problem...how they tackled it...how they are solving it.

"The place--Ford County, Illinois.

"The people--farmers mainly, but also townfolk, educators, civic leaders and others.

"The problem--brucellosis, or Bang's Disease, a costly disease of livestock, which also is a menace to human beings."

The paragraphs above represent the tentative opening of a 13 1/2-minute film designed to give a boost to the state-wide brucellosis eradication effort, as well as to show how a typical rural county can marshall its forces to solve a serious problem.

Extension provides the leadership to get local people to recognize the problem, and to organize and work together toward its solution.

Planned originally for TV showing, the film also may have value for local extension meetings and brucellosis campaign organization meetings.

Farm Adviser Arnold Rowand and TV editor Jack Murray are collaborating on the project, with the help of Dr. Richardson of the Agricultural Research Service, federal veterinarian for 11 counties in central and northern Illinois.

According to Dr. Richardson, Rowand's approach to brucellosis control is outstanding--particularly from the standpoint of campaign organization and in involving local people in committee and individual leadership work.



Extension Editorial Office University of Illinois College of Agriculture

State Fair Exhibit Approved...

The Executive Committee of the College of Agriculture enthusiastically approved the proposal that the College prepare a series of exhibits for the 1956 State Fair.

John Behrens and the exhibits subcommittee are at work now selecting a theme and blocking out exhibit ideas.

Plans also call for daily direct broadcasts from the Fair over WILL. Dave Phillips will conduct the Farm Hour each noon from the exhibits area, and Jessie Heathman will put on her morning show for homemakers from the same stand.

Farmers Like Al Golden's Column...

DeKalb County's Al Golden writes a regular weekly column, and like a lot of us he wonders whether anyone reads it and what they think of it. Recently, in cooperation with radio station WLBK, he surveyed a group of farmers regarding their radio listening and newspaper reading habits. Here's what he found out:

Seventy-two out of 82 farmers who answered the question said they read the farm adviser's column regularly. Six said they did not read it, and four said they read it "sometimes." It would be difficult to get a higher readership count.

There were 35 farmers who took the trouble to make favorable comments about the column. One comment reads, "It is informative of coming events. I like the facts and suggestions made as well as the local information about people we know."

"Discovery" at Halfway Mark...

"Discovery," the new evening radio program of the College of Agriculture reaches the halfway mark Monday night, June 11, when MC Dave Phillips takes his audience on a tape-recorded tour of the horse farm on Part I and then chairmans a recorded press conference with Dr. Gottlieb on the subject of antibiotics on Part II. This is the sixth in the series of 13 planned programs, and audience response has been encouraging. As you know, the half-hour shows are heard each Monday evening at 7:30 on WILL. If you have time to listen, give us your reactions.

Photo Workshop Results...

From Macoupin County, Assistant Farm Adviser Duane Hanley sends us a copy of the cover picture used on the May issue of the Macoupin County Farmers' Guide. The picture shows a 4-H Club boy getting his calf ready for a 4-H show. The boy and calf are posed along a wooden fence.

Duane writes, "This is the first printed picture since I attended the photo workshop. There was a nice red barn available for a dark background which I failed to observe at the time. I also believe more of a profile of the boy's head would help the picture."

Those were the two main faults we would find with the picture. Other than that, we liked the naturalness of the pose. The boy was barefooted, had his shirt off, and was obviously hard at work getting his dairy heifer ready for the show ring.

6-7-56



Extension Editorial Office University of Illinois College of Agriculture

Egg Comes First in Effingham County...

Well-planned promotion to support a well-planned extension project paid off handsomely for the advisory team of Clint Cutright and Don Davis in Effingham county on June 9.

More than 2,000 town and farm people paid 60 cents apiece to sample farm-fresh eggs, sugar-cured ham, tomato juice, biscuits, country butter and jelly at the Third Annual Effingham County Egg Breakfast and Poultry Festival.

Sponsored by the Poultry and Egg Improvement Association, with guidance from the advisers and state specialists, Don Bray and Jim Roush, the event focused attention on the county's best-known agricultural project--top-quality eggs.

Behind the event is a highly successful extension project which aims at improving the reputation of Effingham eggs as a means of attracting new market outlets.

Crowded tables on the courthouse square, and long lines of people waiting to buy tickets, were proof enough that Effingham citizens heartily approved of farmers' efforts to improve egg quality.

Advance promotion helped to assure the success of the event. Local newspaper and radio support was generous. WCIA devoted 10 minutes of valuable Sunday afternoon TV time to advance promotion.

Handbills were distributed. Merchants displayed placards in store windows. Some stores held special sales. Others offered prizes.

Ask any Effingham county farmer which came first--the market or the egg. He'll tell you the egg came first--the high-quality one.

Score Your Radio Program...

From the Minnesota editorial office letter to county agents, we've picked up these questions which can be used to score your own radio program:

1. Does your program include any attention-getting opening?
2. Does it include a calendar of county events?
3. Do you include state and national news of importance to local people?
4. Do you report activities of organizations other than extension groups when they have useful information?
5. Do you include a feature or interview with farmers, homemakers, 4-H members or other local people supporting your program?
6. Do you tape-record on-the-farm or in-the-home interviews?
7. Is your program broadcast at a good time for farmers and homemakers? (For farmers, 6 to 7:30 a.m. or 12 noon to 1 p.m. For homemakers, midmorning or afternoon.)
8. Do you inform county people of your radio program in circular letters, personal contacts and local papers?
9. Have you explained your county extension program to the program director and station manager?
10. Do you mention the names and activities of local people and clubs?
11. Do you tell who, when, what, where and why, with less emphasis on <u>how</u>?

6-14-56

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

The "Exhibit-Of-The-Month" Club...

In this week's packet, each of you will find a special invitation to join the "Exhibit-Of-The-Month" Club, proclaimed as "a new service of the Extension Editorial Office of the University of Illinois College of Agriculture."

We suggest that you dig through the packet until you find the leaflet telling about this new service and then let us know as soon as possible whether or not you want to become a club member. The rules are fairly simple.

1. We will furnish at cost a lightweight, portable, modular exhibit display unit. The enclosed leaflet pictures and describes this unit.
2. You purchase the display unit and arrange to place it where a maximum number of people will see it.
3. Every other month we will furnish a kit of exhibit display materials on a timely subject for you to use in arranging an exhibit display.
4. In alternate months we will offer suggestions for an exhibit that you can prepare in your county.

What does all this cost you? The 3-panel pegboard display unit costs $4.00. If you want a motion motor, that's $2.00 more. If you want a handy canvas carrying case, that's another $2.00.

The leaflet states that your orders should be in by July 1. Since we were a little late in getting this announcement to you, we will accept orders up to July 15. We hope to have all orders ready for you to pick up at the time of the Fall Conference. The first exhibit display materials will be mailed November 1.

See Yourself In The Movies...

At the Dixon Springs conference, TV Editor Jack Murray shot a stop-by-stop movie of your tour of the station. Last week he edited the film into a smooth-showing 11½-minute movie and pounded out a tight-fitting script to go with it. Premier showing of the film was staged last Sunday on the WCIA Farm Show.

Now the film and script are available for your use on your local television station or before a local audience on a first-come, first-served basis.

Macon County's Warren Myers has scheduled the film for use on TV July 13 and to show his Extension Council on July 14. So those dates are taken. Since the film was originally designed for TV use, we'll give priority to those requests which are for TV showing.

A Bouquet for S. E. Meyers...

Farm Editor Bill Nichols of the Quincy Herald-Whig took time out last week to hand a bouquet to Farm Adviser S. E. Meyers. Bill sent us a clipping of a news story report on the Dixon Springs conference which Sig had prepared for him. In his note, Bill said, "Incidentally, Sig is on his toes and is most helpful to me in giving out the news."

They Went Thataway...

The editorial halls are quiet this week. Bob Jarnagin, Dave Phillips and Larry Sarbaugh are enjoying well-earned vacations. The two Jacks--Everly and Murray--are shooting the Ford County movie, and Miss Heathman takes off this week for a conference in Washington, D.C.

6-21-56



xtension Editorial Office University of Illinois College of Agriculture

Early Orders for Exhibit Setups...

Emil Mosser and Darl Fike have the distinction of being the first two advisers to join the "Exhibit-Of-The-Month" Club. Their orders were in Tuesday--less than three days after they received notice of the plan.

If some of you haven't had time to check through last week's mail yet, better do it. Complete information on the "Exhibit-Of-The-Month" plan was included in last week's packet. And the deadline for orders is July 15.

One important point: Make sure you send a check along with your order. Frankly, we need your money in advance so that we can order supplies to build the exhibits. You know how it is.

Speak Up, Home Advisers...

From time to time we get an ear twisted for not having enough items in this column about the information activities of our home advisers.

There's a pretty good reason: We don't know about the activities. But we would like to know about them. So would home economics editors Jessie Heathman and Marliene von Bose. Speak up, home advisers, and let us know what you're doing.

We also would appreciate your advice on how we can improve our home economics editorial services. What are your editorial and information wants and needs? How can this office help you the most? What are you getting that you don't need? What do you need that you're not getting? Send us a card or letter and let us know.

Federman Hosts Newsman...

Here's the lead of a story from the June 19 issue of the Sterling--Rock Falls Daily Gazette.

"Newsmen of this area were guests of Whiteside Farm Adviser Charles Federman and county extension and farm bureau officials Friday at a luncheon held at the Brick House in Morrison where plans of existing and future projects in the county, both extension and farm bureau, were explained and discussed.

"In the afternoon the newsmen were taken on a tour of crop experimental plots in the county.

"After the luncheon Federman announced the new arrangement between the farm bureau organization and the Extension Service that has resulted from Secretary of Agriculture Benson's Memorandum 1368 and that goes into effect July 1."

The two-column story goes on to tell about the various extension projects in the county and the plans that are being made for the years ahead.

Farm Editor Cliff Lant of the Moline Dispatch also carried a lead story with pictures on his June 19 farm page. The Whiteside County News gave the meeting front-page treatment and used a 4-column picture of Chuck checking a cornfield for borer damage.

How did Chuck feel about the meeting? He writes, "I believe it was one of the best things I have ever done."

It Says Here... NEWS for and about the Counties

xtension Editorial Office — University of Illinois — College of Agriculture

Survey FM Network Possibilities...

Radio Editor Dave Phillips is starting the wheels moving to determine the interest of Illinois radio stations in an FM network farm radio show. Here, briefly, is what Dave has in mind:

At present the College of Agriculture is producing a daily 45-minute farm show on WILL-AM. As you know, this show is on the air each day from 12:15 to 12:55 p.m. Under the new plan, we would design four 15-minute segments to run from 12:30 to 1:30 p.m. Each segment would stand alone so that a station could pick up any one segment or combination of segments.

Part 2 of the plan calls for WILL-FM to come on the air for the 12:30 to 1:30 time period. WILL-FM is one of the most powerful FM transmitters in the country. With this FM signal, we could reach 30 stations within the coverage area.

Part 3 of the plan calls for the selection of four key stations in the coverage area to serve as "relay" stations to boost the signal out to the boundaries of the state. With such a setup, any station in the state could pick up the new College of Agriculture Farm Hour or any part of it which they would like to broadcast.

Dave is introducing the idea this week in a letter to Illinois radio stations. If there is interest in the general plan, we will work out the specific details and start figuring costs and complications. If you have viewpoints on the plan, we would like to have them.

7-5-56

TV Is Good Extension Opportunity...

Bob Nemcik and Jack Murray checked in Friday night after a four-day tour of TV stations. They visited 12 stations in Illinois and in border communities in southern Indiana and Missouri.

Purpose of the tour was to determine stations' plans for future farm and home programming, and to evaluate the College's weekly TV packet.

According to their findings, TV still offers Extension a tremendous opportunity. The following statements are fair generalizations of visited stations' attitudes:

1) They value Extension's cooperation in TV program planning and presentation.

2) They rate Extension guests as "excellent" performers.

3) They prefer topics of wide, general interest, rather than technical "how-to-farm" topics.

4) They value showmanship and visualization; deplore lecturing.

Several of the stations offered to make regular time available for Extension programs.

Shooting Completed on Ford Film...

Shooting early this week of the branding of a brucellosis-infected cow market completion of filming in the story of Ford County's brucellosis eradication campaing.

As you know, the film tells the story of extension work at the county level. It documents the development of rural leadership and the stimulation of local cooperative action as a means of solving problems.

It Says Here... NEWS for and about the Counties

xtension Editorial Office University of Illinois College of Agriculture

Communications in 1966...

On Saturday morning most of this staff will head east for Pennsylvania State University and the annual meeting of the American Association of Agricultural College Editors.

From Sunday evening through Wednesday night, college editorial workers will take a long, hard look at possible, probable, and potential changes in agricultural communications expected during the next 10 years.

Much attention will be given to the changing pattern of agriculture and its people. Farms are getting larger, the farm business is getting bigger, the number of farm families is shrinking, the educational level of farmers is going up, the need for technical information is increasing. This is the audience for agricultural communications, and the audience is ever changing.

We will look, too, at the "supply" side of communications--agricultural science. Here the changes are just as important. New machines and methods are almost revolutionizing some farm operations. Atomic energy is opening up a whole new field of agricultural research. We are in the midst of exciting developments in biochemistry, plant pathology, entomology, physics, and the other basic and applied sciences. Workers in the field of agricultural communications share the responsibility of interpreting and reporting these developments.

Similarly, we can expect vast changes in communication techniques. Within 10 years, for example, video recording will do for television what the tape recorder has done for radio. New printing and engraving processes will be perfected.

Promoting Farm and Home Week...

What is needed to get bigger crowds at Farm and Home Week? Will more publicity pull more people to the campus for this event? What kind of publicity? How should it be handled? What's been wrong with past publicity?

Those are some of the questions being pondered by the all-college Farm and Home Week Committee.

Over the years a variety of promotion techniques have been used for Farm and Home Week. But the numbers attending remain about the same. Why?

As one approach, the committee has suggested that the editorial office channel more of the Farm and Home Week promotion materials through the offices of farm and home advisers. They propose that we prepare packets of materials for your use in promoting the event through your local outlets. But before we go all out on this approach, we need to know your reactions. Have you felt the need for more materials to help you promote Farm and Home Week? Could you use more materials if they were supplied to you? Do you feel that better promotion would stimulate larger attendance?

Wanted: Urban 4-H Program...

George Stone, McLean County's assistant farm adviser, was good enough to send us a clipping from the Bloomington Pantagraph, which carried an excellent editorial urging consideration of an urban 4-H program. George pointed out that the editorial is "an example of the continuous publicity from the Pantagraph here in McLean County.



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Agronomy Trailer Coming Your Way...

Included in this packet are materials for you to use in publicizing the Soils and Crops Mobile Exhibit when it visits your area in the next few weeks. You'll find a fill-in story about the trailer and a mat showing what it looks like. The enclosed itinerary tells when it will be near or in your county. We hope you'll use the story and mat during the week before the trailer's visit and that you'll urge folks through your columns and radio programs to be sure to see the exhibit, even though it may not come into your county.

John Behrens and the staff in the visual aids section completely revised the exhibit this year, and it packs a wealth of information. It's something farm folks won't want to miss.

Last Call for Exhibit Orders...

Orders have been pouring in for charter membership in the "Exhibit-of-the-Month" project. We're extending the deadline for orders until July 23. At that time we will order supplies for constructing the exhibit units so that we can have them ready by Fall Conference. If your order comes in after July 23, you will have to wait for delivery until we reorder supplies.

We've been a bit disappointed by the lack of interest shown in the exhibits by the home advisers. The exhibit unit was designed with feminine needs in mind. Unless there is more demand from home economics, we may not be able to go ahead with the plan to furnish home economics exhibit materials for use with the units.

Getting to Know You...

From Rock Island County, Farm Adviser George Trull sends us a full-page picture spread covering a recent farm tour of Moline business men. The picture report is the work of Moline Dispatch Farm Editor Cliff Lant.

George writes that the tour was sponsored by the Moline Association of Commerce and the Agricultural Committee of the Moline Kiwanis Club. Farm Advisers Darl Fike, Henry County, and Chuck Federman, Whiteside County, also were on hand to cooperate with the tour. George says nearly 50 businessmen took part in the tour, and plans are under way for a repeat performance next year.

What's Cooking? (Literally)...

A couple of weeks ago we said we would surely like to hear more about the information activities of all of you home advisers. Marliene von Bose has followed up by writing letters to some of you asking for quickie reports on your doings. So far our mail has been skimpy.

Just Thinking...

We were just thinking what a tremendous story Extension has to tell--if we could get it told. The story? That farm families are farming better and living better because of help and guidance from the Extension Service. Who should tell it? You people in the counties. How? By writing at least one "success" story each month. Just thinking or just dreaming?

It Says Here... NEWS for and about the Counties

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The Voice of Opinion...

A couple of weeks ago we raised some questions about Farm and Home Week promotion and publicity. We asked for your comments and observations, and some of you were good enough to tell us what you thought. How do these expressions stack up with what others of you have had in mind on the subject?

Emil Mosser: "I believe we could use more information on housing, eating arrangements, and living conditions that will be available to farm families and the approximate cost they will encounter during Farm and Home Week. I feel that we might be able to do a little better job of publicizing Farm and Home Week with news releases that are channeled through our office."

Chuck Federman: "I have often wondered why it would not be more feasible some year to hold a series of Farm and Home Week Days over the State of Illinois. For example, such a meeting could be held in northwestern Illinois, and a group of specialists who would ordinarily be conducting meetings at Farm and Home Week would participate. This would mean that a lot of farmers could drive the 50, 60, or 70 miles and be home in one day. It seems to me, in my short experience with Farm and Home Week, that it is becoming more of an old folks' reunion, rather than a place to put out up-to-date information on agriculture. More and more the people who attend are officers or delegates from special meetings, rather than down-to-earth farmers hunting the answers to some problems."

Fred Painter: "We know that static attendance is due primarily to only the same people returning year after year. That group of habitual attenders must be deepened and broadened. Publicity-wise, some well-planned illustrations of specific presentations and well-known speakers would help us approach our press more effectively."

Orin Hertz: "I am positive that the mailing of complete Farm and Home Week programs to all people who attended the previous year is a definite attendance promoter among Vermilion county people. Most of our people attend Farm and Home Week with some particular program in mind that they have selected in advance. Materials are needed earlier than has been the practice in the past. December 1 should be the deadline for most of the routine material."

Arnold Kemp: "I think the publicity we have received in the past has been fine. We have used it both in our newspapers and farm bureau publication, and I think I have used all of it on our radio programs. Unless we can get something unique or different, I do not believe that more publicity in our county would help."

The Purpose of Research...

In this week's packet each farm adviser will find a reprint of a talk given by Dean Howard at the 21st National Farm Chemurgic Conference. It deals with the place and purpose of research in our agricultural colleges.



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Jack Murray Heads East...

At the end of this month, on August 31, versatile Jack Murray will put the cover on his typing machine, pack a fistful of memories in his briefcase, shake hands with the crew in 330 Mumford, and head east for new challenges in the field of agricultural communications.

The next day, September 1, the University of Delaware will welcome Jack as the new chairman of their Department of Rural Communications in the College of Agriculture.

Jack has given much to the editorial services here since he joined the staff in September 1947 to fill the newly created position of youth editor. The following year he moved on to become farm radio editor, served as acting extension editor in 1952-53, and added farm television to his list of responsibilities in the fall of '53. A year later he and his family headed for India, where he served outstandingly as an agricultural information consultant to the Indian Agricultural Research Council.

At Delaware, Jack will guide a communications program, including the three important areas of services, teaching and training and research. It goes without saying that this program will be one of the most outstanding in the country.

When Jack leaves he will hand the baton for farm television development to Dave Phillips, who already has the responsibility for farm radio productions. And before the end of the month we hope to announce the name of a new staff member who will join Bob Jarnagin as a member of a two-man team of departmental editors.

8-2-56

The College Goes To The Fair...

For a long time, many of you have asked why the College of Agriculture didn't do more with exhibits at the State Fair. Well, the weight of public opinion is paying off. The College of Agriculture is going to the State Fair this year with quite a show of its own. And it looks as though it will be an impressive presentation.

A 40 x 100 College of Agriculture tent, to be located just east of the Junior Building, will be filled with exhibits on some of the most exciting research being carried on by the College. The theme will be "NEW FRONTIERS IN AGRICULTURE," and farm families going to the Fair won't want to miss it.

In addition, this office plans to broadcast two radio shows each day from the exhibit area. Jessie Heathman will produce her morning half-hour show "For You At Home" between 9:00 and 9:30, and Dave Phillips will air his Farm Hour each noon. Plans are also on the board for producing some television film shorts, and we plan to take pictures of visitors for use by their home-town papers.

Revolution In The Corn Field...

Five illustrated feature stories will go in the mail next week to every daily newspaper in the state telling the story of the amazing changes that are taking place in harvesting, drying, and storing corn. The series is to be called "Revolution in the Corn Field," and we would be much obliged if you would keep watch on your local dailies for its appearance. Send us clippings if you can.



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Talk About Fair Exhibit...

All of you in the counties can help us attract visitors to the College of Agriculture exhibit tent on the State Fair grounds this week. Mention the tent in any group meetings you might have, and "talk it up" with any farmer or farm family contacts you might have while the Fair is still on.

We have one big advantage in the fine location for the tent that the Fair officials gave us right next to the Junior Department Auditorium. Thousands of Fair visitors will be exposed to the attractive front facade of the exhibit tent when they walk to or from the Junior Fair activities. Staff members from the departments involved will man the exhibits inside to help tell their story to the visitors.

And don't forget to drop by the tent yourself! We'd like your reactions.

Golden Pictures Safety Week...

We have on our desk a copy of the DeKalb Daily Chronicle with a three-column picture of Farm Adviser Al Golden and Farmer Dave Buland of Earlville looking at a forage chopper that took off Dave's arm above the elbow in an accident in 1953. This was one of three pictures and stories that Al helped a Chronicle reporter get during Farm Safety Week to help make DeKalb County farmers more aware of the price of carelessness on their farms.

Winter Barley Boosted...

Southern Illinois farm advisers are cooperating during August in an information program aimed at making farmers south of U. S. Highway 40 aware of the advantages of growing winter barley.

J. W. Pendleton, crops extension specialist, developed the information being used in the campaign. The Extension Editorial Office helped work it into shape.

In addition to material we sent out, the farm advisers are nosing around for success stories about farmers in their own counties. The packet from here includes four news releases and four five-minute tape-recorded interviews.

Pendleton believes that new winter barley varieties make that crop an excellent insurance feed crop in that area.

Editors Become Trainees...

Three members of the Extension Editorial Office are spending most of this month at Michigan State University. Fourth member of the University of Illinois group is W. D. Murphy, representing Extension Administration. These people are being trained in methods and subject matter for training others to become better communicators in all media. The program is under the direction of the National Project in Agricultural Communications, informally called NPAC, which was given birth by the American Association of Agricultural College Editors. County extension workers will benefit most from this, so you can look forward to hearing more when our trainee-trainers get back on August 26.



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Operating at Low Pressure...

The usual tempo that characterizes the editorial office has subsided this week.

Except for an occasional incoming call, the rattle of a typewriter, and the hum of a fan rearranging warm August air, there is little to be heard in the office--and not much more to be seen.

Yet nobody is on vacation. And the office doesn't have a single delegate at the political conventions.

Where is everyone? Well, here's a rundown:

Hadley Read, Marliene von Bose and Larry Sarbaugh are well into the second week of the Communications Training Program at Michigan State University. W. D. Murphy rounds out the Illinois team attending this training course, presented by the National Project in Agricultural Communications.

Jessie Heathman and Dave Phillips are doing radio honors at the Illinois State Fair. John Behrens also is at the Fair with the College's exhibit, "New Frontiers in Agriculture." John and other College staff members who worked so hard designing and installing this exhibit have received fine compliments from Fair visitors.

Bob Jarnagin is providing editorial backstopping at the American Soybean Association Convention, meeting here on the campus this week.

Pat Klein and Jack Everly are shooting film for TV promotion of the upcoming Dairy Day.

The girls in the outer office are thankful for the opportunity to catch up on much-needed filing.

Open House Tour August 24...

Just a reminder that another Open House tour is planned for Friday, August 24.

Scheduled are visits to animal nutrition laboratories, horticulture experiments, agronomy south farm, dairy and beef barns, and other points of interest on the campus.

Bring a carload. Or--better still--a busload.

Glover on Farm and Home Week...

Here's a quote from Farm Adviser Charlie Glover of Union county to add to the comments on Farm and Home Week:

"I have the feeling that there is very little that can be done in Union County to increase attendance at Farm and Home Week. Promotion may help, but we are too far to expect very many to attend. I think if we could bring Farm and Home Week to within 50 or 60 miles of Union county, we might be able to increase attendance."

So Long...

This is a personal message from the guy at the typewriter:

As we move on to new responsibilities at the University of Delaware, we take with us a fondness for Illinois that we shall never lose. This is where we established our home. This is where our children were born. This is where we gained inspiration and became dedicated to the "land-grant system."

Illinois has been kind to us. We shall always remember.

....Jack Murray



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Henry's Program Makes National Mag...

Just in case some of you might have missed the item, we'd like to call attention to page 17 of the August issue of National County Agent magazine. You'll find there a short squib concerning points on publicity under "Ideas County Agents Can Use." Among other things, the item says: "Personnel of the Henry county, Illinois, extension staff, consisting of three county agents and two home demonstration agents, prepared and published 1,049 news stories, 120 fifteen minute radio programs and 21 television programs during the past year. Darl W. Fike, Henry county farm adviser, believes that a good publicity program can be of major help in developing extension programs and support."

This is fine national recognition for the top-notch information program the Henry county people are conducting, and further proof that last year's sweepstakes winner in the extension information contest will be in there pitching again this year. Incidentally, we saw a reference to this same item in the national magazine in a county agents' news sheet sent out from the Penn State information office. They wanted their extension people to read the article too.

Promotion Aids for Livestock Meetings...

In the packet this week you'll find a set of promotional material to help get more people to attend your fall livestock outlook meetings. The material includes a post card, suggested letters to editors and farmers, two advance news stories, shorts for column and radio, and

50,000 See Fair Exhibit...

Visual Aids Specialists John Behrens says that his estimate of 50,000 people who visited the College of Agriculture's exhibit tent during the State Fair is just as accurate as the Fair Board's estimate of 769,000 people who saw the whole Fair. We don't know but we suspect that he's right. At any rate, John gives us the reliable report that in his opinion the University's tent was a huge success, measure it any way you want.

John and Dave Phillips took nose counts at odd times during the seven days the tent was open and figured that at least 7,500 people walked through the tent on Sunday, Tuesday and Thursday, the days when the sum was shining. Numbers were lower on the other days, in proportion to the smaller crowds during the rainy days of the Fair.

Many Fine Compliments...

John includes the many good comments he got on the exhibit in his appraisal of the effort as very worth while for the College to do. He personally saw and talked with many farm and home advisers who visited the tent, and he wasn't able to see all of you who did see the exhibits. Many of the visitors enjoyed talking with the College staff members and getting some of their questions answered.

We are already starting to plan the College exhibit for next year, and we'd greatly appreciate hearing from any of you and getting your ideas and comments about the whole project.



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Cairo Supports 4-H Show...

Seldom, if ever, has an urban community supported a county 4-H show the way Cairo got behind the Pulaski-Alexander show this month. From Farm Adviser Les Broom come ads, editorials and news stories from the southern tip of the state in evidence. For the first time business houses in Cairo closed their doors at noon the day of the show and advised all their employees to go to the fair. County officials in both the counties closed so that all their employees could attend. Cairo Motor Transit Co. provided free bus service to the grounds.

Rockford, Too...

And from Farm Adviser Richard Kerr in Winnebago county also come clippings to show us the press cooperation in that area for the county 4-H show. As usual, the Beloit Daily News published its annual 4-H supplement with 28 pages of 4-H show news and pictures plus advertising covering a four-county area in both Illinois and Wisconsin. Dick Kerr gives Assistant Youth Adviser Don Swanlund the credit for getting the material together.

Press Coverage...

And from Mrs. Evelyn Hutcheson Wirth, one-time graduate assistant under the expert guidance of Home Economics Radio Editor Jessie Heathman, comes a clipping from the Caracas, Venezuela, Journal quoting Miss Harriet Barto of the home economics staff that women need to drink more milk. Yep, one of our releases.

Contest Time Again...

We sent each farm and home adviser a set of instructions for the 1956 county editorial competition and some entry blanks in last week's packet. You all no doubt have read them thoroughly by now and have a full picture of what is required.

As far as we are concerned, the most important thing to do now is to get your entries together and send them back to us for judging before the deadline date of Tuesday, September 25. It looks like it's going to be a tight squeeze at best if this year's entries even approach the number last year. And, of course, we are extremely optimistic that we'll at least double the number. So, we'll greatly appreciate any help that you can give us in the judging job by packing up your entries and getting them in the mail right away.

We didn't intentionally leave out entries by the assistants, but in the interests of cutting down on volume of mail and keeping the record straight, we are trusting you farm and home advisers to see that all assistants who wish to make entries are furnished with copies of the entry blank. We have more if you need them.

On the Program...

Winners will be announced after the annual Extension Conference banquet on Tuesday evening, October 16, as part of the program. More about that later.

8-30-56



Extension Editorial Office University of Illinois College of Agriculture

This Business of Communications...

As you know, four of us recently returned from a three-week communications training conference at Michigan State University. This conference was sponsored by the American Association of Land-Grant Colleges and Universities under the guidance of the National Project in Agricultural Communications. Its purpose was to furnish teams from 12 states with the opportunity to thoroughly review and study certain important phases of communications so that these state teams could, in turn, help their home state extension services plan and carry out refresher sessions on the communications process.

It is impossible, of course, to touch even lightly on the content of the material we covered during the three weeks. The information fills eight booklets, each numbering almost 100 pages. The visual materials we will receive will weigh 70 pounds, including motion picture films, slide films, flannelgraphs, exhibit gadgets and so on.

For the most part, we were concerned with gaining a better understanding of the basic communications process. In the most simple sense, we studied what happens when two people sit down and talk with each other. On one hand, this is an extremely simple process; on the other, it is most complicated. We delved into the individual learning process, group learning, social actions in social systems, the diffusion process, group methods and group techniques, and various aspects of oral communications. The whole field of mass communications

Communications (Cont.)...

was not touched at all. We did not review how to write news stories, or how to put on radio and television programs, or how to write columns.

Work now starts on long-time plans for making this material available to you. Some discussions have already been held with Dean Howard, Dr. Kammlade, and members of the supervisory staff. Up for consideration are (1) a possible series of two-day district meetings sometime early next year, (2) extramural courses as part of a total graduate program, (3) sessions during annual conferences, (4) home study units that would be similar to correspondence courses, and (5) the preparation of booklets and brochures based upon the wealth of reference material we received.

We think you will find the information as challenging and interesting as we did.

QUESTIONS??..Farm and Home Development..

The Farm and Home Development Committee would like to have a current report of the status and progress of Farm and Home Development in your county. The best way to get such a report seems to be to ask questions. So the committee has made up some questions in the form of a questionnaire, and a copy is in this week's packet. The committee would appreciate it muchly if you would fill it out and return it to Dr. Kammlade's office as soon as possible.

The revised Farm and Home Development guide book will be discussed at your September district conferences, so if you have any questions about it, bring them along.



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ew Faces in New Places...

We're just a little late, but we would ike to make some editorial introduc- ions this morning. There are new faces n the office, and we want them to know ou--and you to know them.

Margaret Ralston joined the crew in he home economics editorial section ast week under a plan which we hope ill allow us to move ahead faster in ome economics television. This is the ay it will work: Margaret will move in- o the home economics press activities, llowing Marliene von Bose to take on ost of the home economics radio respon- ibilities. This, in turn, will permit essie Heathman to concentrate her many alents on the rapidly expanding field f home economics television. Jessie is lready working on plans for two half- our home shows on WILL-TV starting arly in October. She also hopes to ave more time to work with you home ad- isers on your radio, television, and ther information problems. If you ould like to have help, let us know.

Around the corner sits Bob Nemcik, who oved into a new spot September 1. Bob eads up a project on dairy product edu- ational information supported by feder- l funds and a grant from the American airy Association for Illinois. He is n agricultural journalism graduate from ichigan State University and completed ork this fall for his Master's degree n communications.

From North Carolina comes Jim White to erve as half-time editor for the Col- ege of Veterinary Medicine while he orks on his Master's degree. Jim is on eave from the editorial staff at North arolina State.

New Faces (cont.)...

Kathy Hwa gives the office an international flavor, bringing her secretarial talents from Hong Kong, China. She is not unfamiliar with Americans, however, having worked for American Rotary International in Hong Kong for three years.

On his way to join the staff is Harold Guither, who has been with Doane's Agricultural Service since he received his Master's degree here in 1950. Harold expects to hang his hat in the office on October 15. He will teamup with Bob Jarnagin as one of our two "departmental editors," with Dave Phillips adding television responsibilities to his radio chores. This shift in assignments was made when Jack Murray left us for his new post in Delaware.

Remember the Deadline--September 25...

Just a reminder that the deadline for entries in the editorial competition is Tuesday, September 25. Each of you should have received complete information on the contest a couple of weeks ago. If you didn't, let us know and we will see that you get a set.

The conference program planning committee was so pleased with the results of last year's contest that the members voted to have the award presentations this year a part of the annual banquet on Tuesday evening, October 16.

But before there can be awards, there must be entries. We need yours.

Send your entries to EXTENSION EDITORIAL OFFICE, 330 MUMFORD HALL, URBANA, ILLINOIS.

9/13/56



xtension Editorial Office University of Illinois College of Agriculture

Your Best Foot Forward...

Plans are starting to take shape for the presentation of editorial awards at the annual banquet of extension workers the Wednesday evening of Fall Conference.

This is the time when every county extension staff member has a chance to demonstrate his editorial savvy and know-how. So, if you've been putting off getting those editorial entries in the mail, put it off no longer. The deadline is creeping up, and we need plenty of time to judge all entries.

Listening and Watching...

Farm Adviser George Perisho, Ogle County, recently mailed a questionnaire on farm radio listening and TV viewing habits to a list of his farmers. Of those who received the questionnaire, 175 returned them. Some of the results may surprise you.

The 175 farm families reported 339 radios in their homes. That's nearly two radios per home. There were 164 who said they had radios in their cars, 54 had radios in barns, and an amazing 78 had radios on their tractors.

George was also pleased with the size of the audience listening to his broadcasts on the local stations, WLBK, WSDR, and WROK. When farmers were asked to indicate the kind of information they liked best on the farm adviser's show, the count showed that 85 favored general information, 69 liked interviews with farmers, 50 voted for on-the-spot programs, and 33 mentioned announcements of meetings.

City Kids in the Country...

The following is a report of what one Missouri county agent did to bring about better understanding between farm and city people:

"One way to help farm and city folks better understand and appreciate each other's contribution has been originated and carried out by a Missouri extension worker. The result was 6,000 city children and 1,000 parents visiting a farm and observing country life firsthand. Elmer Winner (Missouri) reports that Paul Bernard, St. Louis County agent, helped a television producer develop a series of 3 or 4 shows aimed at youngsters.

"The object of the series was to build interest in seeing a nearby farm and gaining knowledge of typical activities there. Children were asked to enroll by card before the time of the visit. The card response indicated that 1,500 to 2,000 would attend. Actually 6,000 boys and girls and 1,000 parents were present, and the occasion became the county's largest agricultural event."

Editorial Alumni in Washington...

We don't know whether this means anything or not, but three of our editorial office alumni members are now on the information staff of the Federal Extension Service. Lyman Noordhoff, who left here in 1952 for North Carolina, is now publications specialist on the Washington staff; Don Schild is a visual aids specialist on the same staff, and the current recruit is Ken Goodrich, who has taken up his new duties in the Publications and News Media Branch.



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eadline Extended...

Let's be completely frank about it. he daily flow of entries in the edito- ial contest has not been as heavy as we ad hoped it would be. We think more of ou are doing more things better than ou did a year ago. But you seem to be hy, or modest, or busy, or tired.

So we are going to extend the dead- ine for entries through Friday, Octo- er 5. But that's it. If you haven't laced your entries in the mail by that ime, you've had it.

lan New Farm TV Show...

Farm Radio-TV Editor Dave Phillips is inding up plans for a new College of griculture television show that will o on the air over WCIA, Champaign, Sat- rday afternoon, October 13, at 4:30.

The show will be aimed at both farm nd city viewers and will combine educa- ion with entertainment. Plans now are o call the show "What's He Doing?" and ere roughly is the way it will work:

A panel of four or five city people ill be given a brief look at some impor- ant part of a scientific investigation. or example, they may show the hands of scientist as he pollinates an oat blos- som, reads a soil test, or makes a blood count.

The panel will then be given 3 minutes o figure out or guess what the scien- ist is doing. After having guessed or issed, the scientist will be introduced o give more details and to tell why the ctivity is important to agriculture.

9-27-56

Vera Hub Reports...

From time to time we have written to home advisers asking for brief reports on their county information programs. We thought you might be interested in some of the replies.

From Fulton County, here's Home Advi- ser Vera Hub's report:

"We do not send weekly releases to our papers. When there is a special event or occurrence, we call the local daily and the reporter for Peoria. Over the phone we usually give all the informa- tion.

"Each Monday at 11:30 we have a 15- minute radio program over WBYS, Canton. The youth adviser has the second Monday, one Monday we plan to have a local unit give the program and the others are giv- en by adviser. When I'm away or can't make the program, I make a tape record- ing in advance by contacting the station. I presume we could use any tapes you have to send if arrangements could be completed in advance. No TV.

"The local units may use a lesson that was 'popular' as their radio program theme or perhaps tell of some of their local activities. Variety is certainly noted in those I've heard. Some of them do an excellent job--often no assistance from office.

"I'm well satisfied with the variety and scope of the current services from your office. One suggestion--probably I'm the only one concerned--wish we could have the canning information early. That's just one example."



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Tributes to Editors...

We are mighty pleased with the quick response to our request for "tributes to editors" which we will use as testimonials in the talk before the annual meeting of the Illinois Press Association next week.

The first two days of this week found replies from Farm Advisers Apple, Norman, Mosbacher, and Mosser and from Home Adviser Doris Hemstreet. We sincerely hope the replies will keep coming in until we head for Decatur Friday morning, October 12.

We would like especially to know about the work of the weekly newspapers, since the Press Association membership is made up largely of weekly editors.

One of the other things we would like to do for the meeting is to make a display of farm pages, or sections, or front-page tear sheets carrying a high percentage of farm and home news. We want especially to have these pages or sections from weekly newspapers or small dailies.

So--if any of your local papers carry such a farm page or section, and if you have time, would you stick the section or page in an envelope and shoot it in.

Tools for Reaching People...

Louisiana Home Demonstration Agent Blanche Swann has this to say about mass media: "On my fingers I can count four things that have become a boon to my work in Extension! Without my tape recorder, my newspaper column, my circular letters, and my television programs, my hands would be literally tied behind my back."

Mary Butler's Information Plan...

Here's a report from Mary Butler, home adviser in Pulaski-Alexander, regarding her regular information activities:

"Specifically, I prepare an average of three articles plus a calendar of events for the week for two local papers (same information is used in both). One of these articles usually contains information on local organization activities, while the other two are subject matter which has come to me from individuals. I use the 'green sheets' for ideas but rewrite them to suit my need and my habits of expression.

"I always have one fifteen-minute radio program each week (public service of station WKRO), usually at 11:30 a.m. on Friday. This is quite informal and includes announcements and news of homemakers' activities, answers to questions, short discussion of timely topics. Sometimes it is an interview and other times we use a dialog type."

Apple Says...

Farm adviser R. E. Apple says this about the help from his newspapers:

"We have two newspapers in Jasper County. Both are published in Newton, the county seat. One is a weekly, the other twice a week.

"Both newspapers publish anything I give them in the way of extension program promotion.

"Don't think that kind of cooperation is not a boon to a poor farm adviser who is trying to get his stuff over to the people of the county."



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Tributes To Editors...

Our folder is bulging with letters from you paying tribute to your editors. Please accept our sincere thanks. Your letters will also be on display during Fall Conference.

Here are some pertinent comments from some of the letters:

Carl Mees: "When I have important news items of interest to local people, the press is most anxious to cooperate. In an area like Cook county, much good public relation can be developed through the press."

Lloyd Graham: "Joseph Larson, the agriculture editor, is most cooperative in attending all extension meetings and programs and is extremely accurate in reporting the news to the farmers of the area. It is certainly a pleasure to work in a community where the press supports your program so fully."

A. C. Kamm: "Seldom do we stop to realize the value of newspaper service given us, but we can all quickly realize how handicapped we would be without this service."

Leslie Rogers: "If state prizes were being awarded, the DuQuoin Evening Call, a daily of 6,000 circulation, would win top honors. Every Saturday they publish a full two-page spread of agriculture news at their own expense."

Kenneth Imig: "The continued cooperation of Iroquois county newspapers in making use of publicity material we have supplied them has played a big part in achieving record attendance at county Extension Service meetings in recent years."

Tributes To Editors (Cont.)...

Francis Kittinger: "I believe Bob Evans, editor, Times Leader, has the best weekly paper, with the widest circulation, most readable print and containing the most timely items. He publishes any information on agriculture and Extension Service that I take to him. What farm adviser doesn't need this wholehearted cooperation from his county editor?"

Halsey Miles: "In my work as farm adviser I consider the press as my most important tool in this informational and educational position. We hold many meetings, tours, demonstrations and make many individual contacts with farm people, but the over-all contact through the press reaches so many that we would otherwise miss."

Helen Hackman: "Recently the Pike County Republican representative has started calling on us each week to seek information, and she attends many of our meetings."

Stanley Sims: "The editors in my county have contributed much more to the extension program in getting information to farm people than any other type of media used."

Darl Fike: "Daily and weekly newspapers are making a great and worth-while contribution to agricultural progress in our area. Their cooperation with us in extension work has been splendid."

Eugene Mosbacher: "We always look to the Pantagraph and can always count on them for a big assist in promoting the county extension program."

10/11/56



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Awards for Achievement...

Just a word of congratulation to all of you who submitted entries for the 1956 Communications Contest. As we mentioned at the banquet, the judging this year was "tight." We felt that you would prefer that professional standards of accomplishment be used as the base for judging and scoring. Often only a few points separated the award classifications in the various classes.

We feel sure that this award program will be continued next year. We would like to make it a better program, and therefore we would like to have your specific suggestions on how it can be improved. So, while the contest is still fresh in your minds, would you drop us a note and give us your suggestions for changes which should be incorporated in next year's plan? We are attaching the award listings for this year's contest.

What Am I Doing?...

This is another invitation for those of you within the WCIA coverage area to take time out to watch the new College of Agriculture television show on Saturday afternoons at 4:30.

The first show was held last Saturday, and comments have been generally favorable. Here again our aim is to produce a consistently better show each week. To do this, we need constructive criticism from the viewing audience. If you have time to watch the show, would you drop us a line and give us the benefit of your observations.

News From Mrs. Rosenquist...

In response to our request on what's cooking news-wise in the home economics field, Home Adviser Phyllis Rosenquist sends this report from Henry County:

"Our current news and information services are sent to six weeklies, three television stations, seven dailies, the University of Illinois, and seven radio stations.

"We send regular news releases only once a week--trying to do this on Friday but oftentimes not until Monday. As to type of stories--main types are advance notices of scheduled meetings, not regular unit meeting notices but rather county-wide meetings. Also follow up stories of each.

"I do not have a regular column. We furnish no pictorial services other than information for local news women when something will be pictorially worthy.

"We no longer have a regular radio program. Not long ago we had two programs a week as a cooperative project with the farm adviser. Since he changed the program to a 5:30 a.m. one, I do not feel programs to homemakers would be of value this time of the morning. We do have a tape recorder available whenever desired and the local station, WKEI, will grant special time for a program feature when requested.

"There is no TV station in Henry County. We use the Davenport, Iowa, station, WOC, which this fall has initiated a 12-minute spot for home advisers in this area to alternate with Iowa agents."



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For Distinguished Service...

Our congratulations this week to Clinton Cutright, Halsey Miles, and Fred Painter, who received Distinguished Service Awards at the annual meeting of the National Association of County Agricultural Agents in Houston. A cup of instant coffee is waiting for each of you men the next time you stop in at 330 Mumford Hall.

Columnist Bob Cate...

Although Dixon Springs' Bob Cate isn't eligible to enter the communications contest, we are sending him a special blue ribbon for Superior effort in writing his weekly column "THIS WEEK AT DIXON SPRINGS." In our judgment, Bob does a truly outstanding job week after week in catching the news and color of the Dixon Springs activities. And he has the ability to write in the language of his audience.

In fact, the entire staff at the Station deserves commendation for the effective information liaison work being carried on. The weekly column and the reports on research from the Station are channeled through this office. In addition, the Station sends us a weekly tape recording which is sent to southern Illinois radio stations. And recently the hard-working crew there took on the task of a weekly television program on the Harrisburg TV station. This is what we would call a well-rounded information program.

Meet Harold Guither...

During Fall Conference last week, many of you had a chance to meet the newest member of the editorial family. Harold Guither joined the shop October 15 and will team up with Bob Jarnagin as one of our two departmental editors.

Harold, as many of you know, is an Illinois graduate. He received his master's degree here in 1950. Since that time he has been doing much of the editorial work for the Doane Agricultural Service in St. Louis.

Brief and to the Point...

Pike County Home Adviser Helen Hackman doesn't waste words when she has something to say. Here's her efficient report on her information activities:

1. We send weekly releases to ten newspapers in Pike and surrounding counties.

2. Send notices of special meetings to newspapers--such activities as 4-H county show and Home Bureau annual meeting.

3. Have a weekly 15-minute radio broadcast over WBBA, which is on Tuesday morning at 9:45.

4. Send announcements of meetings to radio stations WBBA, KHMO and WTAD.

10-25-56



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Is It True or False?...

Are these questions true or false?

1. The headline of a newspaper story provides the reader with all he wants to know about the subject?
2. All public oral presentations should be less than 20 minutes long?
3. Communication is the most important tool of any extension worker?
4. Annual reports of work done by an extension worker are of extreme interest to the farmers with whom he works?
5. In writing a news story, at least 3 paragraphs of introduction are necessary before getting to the heart of the news you wish to convey?

Those are 5 out of 25 true-false questions from a true-false quiz which former Farm Adviser Bill Tammeus gave to Indian students attending his Public Information Short Course at Allahabad Institute. As you can see from the questions, Bill is finding that the basic problems of communication in India are not too different from those in the United States.

Here's the way Bill says he would answer those 5 questions: 1. F, 2. F, 3. T, 4. F, 5. F.

County Dairy Day Helps...

The packet of dairy materials you received last week is for your use in promoting your County Dairy Day on December 4. We think that you should use all possible ways to let your county dairy producers know about the program to insure a good attendance and to make your day a success. This packet of materials has many good ideas that you can use.

Ask the People...

Boone County Farm Adviser Ray Grace is of the opinion that if you want to find out something, the best thing to do is to ask the people who have the information.

Ray has been wondering about farm family reaction to his radio program, his TV show, and his regular news service, which includes his weekly column. So last week he sent a letter and a questionnaire form to the farm families in his county.

In the letter he said, "In the radio, TV, and newspaper publicity we want to include the things that will be of help and interest to you. To do this we need your help.

"Will you take a few minutes to answer the enclosed questions? A self-addressed envelope is also enclosed for your convenience. No postage is necessary."

We've asked Ray to send us a summary of his findings.

National Representation...

Macon County Farm Adviser Warren Myers reports that 60 Illinois advisers attended the recent National Convention of NACAA. He also reports that: "Illinois did quite well in having its advisers placed on committees. They are as follows: Association Policy, Ed Bay; Land-Grant College, Kenneth Imig; Information and News, Warren Myers; Recognitions and Awards, O. O. Mowery; Professional Training, Charles Turner; 4-H Young Men and Women, E. E. Golden; Relationships, L. B. Broom; Urban and Other Extension Programs, Truman May."



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"Beyond Teaching"...

"Beyond Teaching" is a new 30-minute color-sound film produced by the University of Illinois and recently placed in circulation by the Audio-Visual Aids Film Library.

This film is a story about the University's role in research and its activities beyond the responsibilities of the classroom. About a fourth of the film shows research in action at the College of Agriculture. We think that this is one of the most interesting and outstanding films about research that we have seen. And, since it's about the University of Illinois research, it is doubly important that it is good. Color, narration and dramatic photography have been combined to tell an impressive story.

You can probably find effective use for this film with such adult groups as farm and home bureau meetings, adult evening schools, P.T.A. meetings or others where you want an informative and interesting program. You can book the film for your county through the Audio-Visual Aids Service, University of Illinois, 725 South Wright Street, Champaign, Illinois. Only cost involved is return postage.

Christmas Packet...

This year's packet of Christmas stories prepared by students will be mailed about November 21. If you need such material sooner than that, we suggest that you dig into last year's packet and rewrite what you need from it.

Report From Home Adviser Pearson...

Here's what LaSalle County Home Adviser Arvena Pearson has to say about her information program:

"I do not have a column in the local paper. However, there is publicity nearly every week. I have been using the material sent from your office in the Organized Farmer.

"I have a weekly radio program over station WCMY in Ottawa. On this program I talk about the adult, 4-H and Rural Youth activities. All the green sheets sent from your office on subject matter are used. Also I try to use people on the air with me, 4-H'ers and adults. Then, too, the Home Bureau members have their own weekly program over two county stations, WCMY and WIZZ in Streator. They put on the program live at one of the stations, a recording is made of it and sent to the other station for broadcast on their program time.

"Sometimes when a unit program could not be worked out we have asked that a tape from the University be sent to the station. We sent this program and a letter to Miss Jessie Heathman a few weeks back. The people who put on our radio programs are very happy for this service to be continued.

"There is no TV station in our county, and so we do not make any use of TV. We do think that the home economics services are very good."



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College to Publish Brochure...

One of the long-needed and much-wanted products of the College of Agriculture has been an attractive brochure on the College's teaching program.

Before next year is out, this brochure should be a reality. Editor Dick Johnston is now in the midst of planning and organizing this important publication. And here's Dick's report on the status of his project:

The brochure is aimed primarily at high school seniors. The broad purpose is to get them to go to college. The specific purpose is to get them to attend the University of Illinois College of Agriculture.

We believe our first task is to give these high school students a strong motive for wanting to attend college. So half of the brochure will be devoted to the almost unlimited career opportunities in the production, processing, and marketing of food and fiber, with emphasis on the need for well-trained, well-educated personnel.

The other half of the booklet will deal with the University and the College of Agriculture, telling about physical facilities, the faculty, the training programs, social life, enrollment procedures, costs, etc.

Plans call for a 24-page brochure, $8\frac{1}{2}$ by 11 inches. We will use the Life magazine approach--long on pictures and short on text. We want to arouse excitement and interest in the high school boys regarding college and careers in agriculture, rather than merely present a mass of detailed facts and figures.

Six broad career areas each will be given two-page spreads. The areas are agricultural research, business and industry, education, public and private services, communications, and farming. Each will include pictures of men at work in various careers. The texts will quote a few statistics on job demand and salaries. Then there will be a brief "testimonial" from top-level men in each of the six career areas.

Another "gimmick" will be a dual introduction. The president of the Ag Council will write a letter to the high school students, and Dean Howard will review the content and purpose of the brochure.

The big chore to date has been finding or taking about 100 photographs, each of which tells a story in itself. A tentative layout of the whole booklet has been completed. At the moment, I'm struggling to distill the essence of agricultural research and the careers in it, for example, into a few priceless paragraphs. All material is to be ready for the printer by January 1.

Progress and plans for the brochure have received hearty approval from the Student Enrollment and Relations Committee, which has been pushing the whole idea for several years.

Backstopping the careers portion of this booklet will be the "Careers Ahead" brochure, put out last year by the Association of Land-Grant Colleges and Universities in cooperation with the National Project in Agricultural Communications. Details about courses and majors will be available from the various departments in the College.

11-15-56



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he Day Before Thanksgiving...

Many of you may have seen the column I Was Just Thinking..." by Patty Johnson in the FAMILY WEEKLY, the supplement o many Sunday newspapers. It was in he November 18 issue, and if you didn't see it and the copy is still around the ouse, take a look at it.

The column starts out like this:

"Once upon a time, children, there was nother holiday on the calendar.

"It was called Thanksgiving and it occurred on the fourth Thursday of the ext to the last month of the year.

"And the housewives spent all the day oasting turkeys and baking pies and the hildren munched on nuts and cranberries nd the fathers stuffed themselves and ell asleep. It was all a great deal of rouble.

"Perhaps that was why the custom finaly died out. For the townsfolk came to iscover that Thanksgiving was very lose indeed to Christmas, much closer han it had been before when times were peaceful and the villages far apart."

Miss Johnson then explains how the scramble to merchandise Christmas pushed hanksgiving out of the picture until it o longer existed at all.

Something to think about.

We are thankful that we are working in he field of agriculture where we can stay close to the land and to the people of the land. We think Thanksgiving will ast for quite a while.

11/23/56

Tribute To An Editor...

Just recently we received this letter from Lee County Farm Adviser Jim Somers:

"You no doubt knew Cliff Coughlin, City Editor of the Dixon Evening Telegraph.

"We were shocked to hear of his sudden death. He was a real friend of Extension."

Cliff died suddenly of a heart attack, and Jim's weekly column paid him this tribute:

"I came to Lee County about the same time as Cliff Coughlin did. I considered Cliff one of my best friends.

"Almost every week I would drop in to talk with Cliff for a minute or two--seldom more than five...sometimes to tell him about a story...sometimes to ask his advice...and sometimes just to say hello. He was very busy, but always was pleasant and had time to discuss problems.

"Cliff was a big man who plowed a deep furrow. He was vitally and sincerely interested in his town and his community.

"He was big enough to see that the best interests of his town were also the best interests of the county, of the state, of the nation, and of the world.

"We cannot determine the length of the furrow we plow in this life. We can determine its depth and width. Cliff's furrow was deep and wide."

It would be difficult for us to find better words than Jim has used to express his deep feelings about a friend.



Extension Editorial Office University of Illinois College of Agriculture

Coverage Of Club Congress...

This is 4-H Club Congress time in Chicago, and the youngsters there are truly having "the time of their lives."

Again this year the editorial office tried to give a hand in reporting to the folks back home some of the Congress highlights.

Each of 45 "home-town" newspapers received an on-the-spot picture of the 4-H delegate or delegates from their coverage area along with a summary story on the week's program.

The pictures were taken Saturday night and Sunday afternoon, processed in Chicago Monday morning and mailed out Monday afternoon.

If you happen to see one of these pictures in your local paper and if you have an extra copy, we would appreciate receiving a tear sheet.

Brochure For Home Economics...

Our report on plans for the College of Agriculture brochure brought a response from Peoria County Assistant Home Adviser Agnes Burroff, who asked, "How about one for home economics?"

We are happy to report that "one for home economics" is very much in the plans for the future.

Holiday News Packet...

We've just seen a copy of the "Holiday News" prepared by the home economics journalism students in Larry Sarbaugh's class. We think it's a beautiful job, but we're more interested in knowing what you think about it. If you have a minute, drop Larry or Marliene a note.

Editorial Support For Extension...

During the past week or so we've received some more excellent examples of the kind of editorial support the newspapers of the state give to extension work.

Farm Adviser Arnold Kemp points out that the Galesburg Register Mail gave the 4-H County Achievement Day program front-page picture and story coverage, with the by-line story written by Farm Editor H. H. Clay. The picture was a four-column job showing the general meeting scene.

From Hancock County Assistant Farm Adviser Dale Bateman reports on the Achievement Day coverage given by the Hancock Journal and the other weekly newspapers of the state. The Journal took the pictures and Dale furnished the papers with the news stories.

According to Farm Adviser Leslie Rogers, the DuQuoin Evening Call went all out in covering Farm-City Week as well as the county Achievement Day program. The Call has a double farm page which Leslie emphasizes comes out "each and every week, not once a month."

It would be extremely difficult to measure the tremendous contribution which the newspapers of the state make to extension work every day of the year. And we salute all of you in the counties who have done so much to win the confidence and support of the newspaper editors.

I'm taking the liberty of sending the above examples to President Henry, who has expressed keen interest in the information activities of all county extension personnel.

11-29-56



Extension Editorial Office University of Illinois College of Agriculture

McDonough County Reports...

Here is an excellent summary review of the home economics extension information program in McDonough County, sent to us by Home Adviser Hazel Adams and Assistant Youth Adviser Margaret Lewis.

"Six copies are made of each news release sent from this office: one daily newspaper, one radio station, four weekly papers. News releases include both announcements and follow-ups of all extension meetings. Neither of us has a weekly column because the papers haven't seemed interested. The daily paper in the county sends a reporter to take pictures of the 'special' events if there is no bigger news. They do a good coverage, pictorially speaking, of the County 4-H Show but would not print the ratings as in the past.

"For seven years at least, all extension personnel has had a daily program 'Rural Roundup' distributed between all of us. Five years ago the home adviser started a daily program 'Hints for Homemakers' in addition to the Rural Roundup program. Since the baseball season this spring, the daily program has been a Monday-Wednesday-Friday program. All programs are 12 to 15 minutes in length. The home adviser gives current event and subject matter programs. Nineteen of the 21 Home Economics 4-H Clubs in the county did a program for the AYA through the summer. Clubs planned their own programs and oftentimes made their tapes at the station without the presence of the adviser. All these programs were taped because of the early hour, 6:30 a.m., of their presentation. The radio station WKAI uses all news releases on their hourly local news broadcasts and the local 'Bulletin Board.'

"There is no television station closer than Quincy and we've only used it twice...once an interview with our three IFYE's and once plugging our County Achievement night.

"The home adviser uses all releases from the state office and the AYA uses the too few releases on 4-H or Rural Youth activities. Only suggestion would be that perhaps releases are a little late in arriving sometimes. State releases are very good."

Report on Club Congress Coverage...

From Will County, Andy Wicklein sends us our first report on 4-H Club Congress.

The Joliet Herald-News gave front-page coverage with a four-column headline to the story of the two national winners from Will County.

As we mentioned last week we would appreciate tear sheets from your local papers which carried coverage stories of Club Congress.

Communications in Dairy Production...

There's just room left to mention a new member of the College staff, Jon Greeneisen, who starts this week on a new project designed to improve the communication of dairy information.



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Sims Says Thanks to Farmers...

"In my book it is the farmers in Warren County who deserve credit for a successful extension program. One of the objectives of the extension program is the developing of rural people to help themselves. It is only right, therefore, to recognize our farmers by having them share the spotlight for what they have done during the past year. Following are the names of farmers who served on the 1955-56 program committees and the activities carried out by these committees...."

With this introduction, Farm Adviser Stanley Sims recently devoted his column to a listing of all county farmers who served on the various extension committees during the year. A public "thank-you" for contributions they had made.

Thanks to Mosser...

Our thanks this week to Emil Mosser, who sent us a tear sheet from the Carmi Times showing the use of one of the Club Congress coverage pictures.

Posters, Flashcards, and Charts...

All of you should have received a copy of the Federal Extension Service Miscellaneous Publication No. 796 on "Making Posters, Flashcards, and Charts." We just hope you will take a few minutes to note the contents so that you can brush up on the information the next time you need to design one of these visuals.

Who's Watching, Listening, Reading?...

A while back we mentioned the survey Boone County Farm Adviser Ray Grace was conducting to find out who and how many he was reaching with his county information program.

Ray was good enough to send us a copy of the results of the survey. We've made copies of the report, and one is attached for your information. In sending the figures to us, Ray had this to say by way of background:

"Approximately 1,300 letters were sent out. Of this number, 152 answered the questionnaire. I don't know how this compares with other counties, but we are gratified with the results.

"Most of the credit should go to the Agricultural Extension Council, because they were the ones to suggest that we have this type of survey. We checked the results at our last council meeting, and they too were very happy with the results.

"As the result of this survey, I plan to include more timely tips on farming operations than I have in the past.

"One thing that really impressed me was the number of people that read the Farm Adviser's column. I was also a little surprised to find that there were a lot of people who are not aware of my weekly TV show. As a result, we are going to include a postscript to this effect on our next circular letter we send out."

BOONE COUNTY INFORMATION SURVEY

(152 survey sheets returned)

Radio and TV Sets

TV in Home	127 -- 83.5%
Radio in Home	149 -- 98%
Radio in Barn	53 -- 35%
Radio in Car	108 -- 71%
Radio on Tractor	3 -- 2%

Radio Listening

Listen to Radio Broadcast	60 -- 40%
Didn't Know About Broadcast	7 -- 4.6%

TV Viewing

Watch TV Show	48 -- 32%
Didn't Know About TV Show	7 -- 4.6%

Kinds of Information Wanted

General Information	121 -- 80%
Interviews with Farmers	76 -- 50%
Meeting Announcements	34 -- 22%
Read the Farm Adviser Column	123 -- 81%

Radio Stations Listened To

WLS	88
WGN	55
WROK	42
WBBM	31
WIND	19
WMAQ	12
WBEL	11
WTMJ	4
WRRR	3
WJJD	3
WLBK	2
WCFL	2
WMBI	2

Newspapers Taken

Belvidere Daily Republican	91
Rockford Morning Star	76
Chicago Drovers Journal	23
Beloit Daily News	22
Chicago Tribune	19
Boone County Courier	18
Chicago Herald American	6
Prairie Farmer	4
Harvard Herald	3
Clinton Topper	2

Ray Grace
Farm Adviser
Boone County

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

Merry Christmas To All Of You...

Today, Wednesday, December 19, we are having our annual editorial office Christmas party for the College of Agriculture staff. We certainly would like to have all of you with us. Since that isn't possible, we do want to wish you a most Merry Christmas and A Happy and Prosperous 1957.

Hadley Read

Marian L. Kunash

Bob Jarnagin

Jon L. Freeneisen

Margaret Ralston

Larry Sarbaugh

Dave Phillips

Harold Guither

Dick Johnston

John H. Behrens

Marliene von Bose

Marylyn Catalano

Jessie E. Heathman



Extension Editorial Office University of Illinois College of Agriculture

Thoughts For The New Year...

Whether we admit it or not, each of us probably makes a few resolutions for the New Year. Some times we talk about them, and some times we just keep them to ourselves. It's a good time to take stock of ourselves, our habits and our relationships with others.

Our hope for the New Year is that someone will help us remember these things which we believe to be true:

1. That people are more important than things;

2. That faults of people are often virtues in another setting;

3. That little children often have a corner on the right outlook toward life;

4. That it takes so little time to say "thanks a lot;" and even less time to say "please;"

5. That regret is the most futile activity in the world;

6. That kindness shown is an investment and not an expenditure;

7. That fault finding is a luxury which can be indulged in only by the favored few who have found a substitute for friendship.

Some expressions, when used too much, become trite and meaningless. But there is noting trite or meaningless in our hope that each of you have a most Happy and Prosperour New Year.

Minnesota Advises Agents...

From Minnesota's monthly letter to county extension workers, we have picked up these suggestions on ways to improve radio presentations. Since we're all interested in improvement with the start of the New Year, we thought you might be interested in seeing them.

1. Watch your breathing. Breathe at natural pauses in your program...not in the middle of sentences or thoughts.

2. Show more enthusiasm. Radio has to combine this enthusiasm with the easy person-to-person approach.

3. Identify people including yourself on the program more specifically.

4. Don't spend too much time on one small subject. Fifteen minutes on one aspect of a subject may make a program "draggy."

5. If you present people as authorities, be sure that they are authorities.

Tribute to "Shutter-Bug" Myers...

If you read the December issue of the "County Agent & Vo-Ag Teacher," you probably saw the tribute paid by Editor Gordon Berg to Farm Adviser Warren Myers for Warren's assistance in picture coverage at the County Agents' Convention. Warren took the shot used on the editorial page and also the view of downtown Houston carried on page 5. Prominent in the foreground of the latter picture is our own J. B. Turner.

12/26/56



Extension Editorial Office   University of Illinois   College of Agriculture

We Were Just Thinking...

This is the start of a new year, and it is also the start of our 10th year of writing this weekly letter to you.

For the most part, it has been just exactly what we wanted it to be when we started--an exchange of information about information methods. During the past nine years you have shared with us and with your colleagues information ideas and techniques that have worked for you. We would like to think that this sharing of ideas has made the Extension Service in Illinois a little stronger.

We also hope that you will continue to share your ideas with us and with your colleagues during all of 1957.

Smith Offers a Resolution...

In an illustrated circular letter to all Marion County farmers, Farm Adviser Floyd Smith suggested this resolution: "I WILL ATTEND THE EXTENSION MEETINGS HELD FOR THE BENEFIT OF ALL MARION COUNTY FARMERS AND THEIR WIVES AND I WILL BE ON TIME."

With the suggested resolution he sent this note: "Dear Cooperator: So that you may follow through on your resolution, the time, place, and date of each of the extension meetings selected by the Council, Roy Doolen, chairman, are listed below."

Along with the dates, times, and places, Floyd reminded his readers that this would be the only notice they would receive. Further information, he said, would be given in the newspapers and on the radio.

Appreciation for Cooperation...

Nothing pleases us more than to hear your expressions of appreciation for the cooperation of your local newspapers.

Many of you wrote prior to the meeting of the Illinois Press Association, and your letters were on display there. They now are in the hands of President Henry, who is most interested in the public information work of all of you.

Just before the Old Year bowed out, Assistant Farm Adviser Robert Donovan sent us a farm page headline clipping from the Sterling Gazette. The story was the big gun in the 4-H membership drive.

Bob wrote, "We greatly appreciate what the newspapers are doing for us in Whiteside County."

Peoria Extension on Camera...

During the rush of the holiday season, we failed to mention that the extension staffs in Peoria County have started a new 15-minute Sunday television show on Station WTVH, Channel 19. Home Adviser Dorothy DeJarnette writes that agriculture and home economics will alternate on the show, which is on camera at 12:45.

Larry Is Leaving...

The unfortunate news of the New Year is that Larry Sarbaugh, who heads our teaching-research section, will be leaving us soon after February 1. Larry has accepted a position with the USDA Office of Information.

1-3-57



xtension Editorial Office University of Illinois College of Agriculture

The Best Information Available...

Yesterday (Monday) an editor from a publication that has a circulation of more than 1 1/2 million spent an hour in our office pouring over the Farm and Home Week program. He had planned to return to his home office in Milwaukee today. After seeing the program, he continued his hotel reservation for the rest of the week. He will use the time to get as much "advance" copy from Farm and Home Week speakers as he can, because he thinks the scheduled topics should contain some of "the best information available!"

We agree. We hope you do too, and we hope you are doing everything possible to encourage all farm families in your county to attend. There is no other time during the year when you will have so much top-level talent working for you and your county extension program.

Give some thought to the amount of time you would spend arranging a county Farm and Home Week. There would be committees to name, rooms to reserve, letters to write to speakers, parking space to obtain, posters to make, exhibits to build, stories to write, sleep to lose....

Now all of this is done for you. The only difference is distance, and distance shrinks each year. There must be hundreds of farmers and farm families in your county who have never visited the College of Agriculture. They have never had an opportunity to develop a feeling of "closeness" to the originating "source" of the farming information with which you are dealing. They need you to encourage them to attend.

A "Friendly State of Affairs"...

Last week we mentioned that President Henry's office had the folder of letters you had written regarding the cooperation of county editors. This week we received the following letter from Mrs. Eunice C. Parker, special research associate in the President's office:

"I am returning the folder of 'tributes to editors' which you sent me in November.

"When I showed these to the President he was most interested and asked that I leave them with him so he could look them over. These letters certainly reflect a friendly state of affairs that is most encouraging."

University Reference Folder...

Because of the importance that President Henry attaches to the public information and public relations activities of all county extension workers, he has asked that copies of the University of Illinois Reference Folder be made available to you.

The publication, issued by the University's Office of Public Information, contains a wealth of information about the organization, staff and services of the University. We are sending each farm adviser and home adviser a copy by separate mail.

1/10/57



xtension Editorial Office University of Illinois College of Agriculture

olumnist McLaughlin...

Marshall-Putnam Farm Adviser Don cLaughlin reports that he has now joined he ranks of farm adviser columnists and hat the county newspapers are enthusi-stic.

Don had our office design a column eading, and we furnished enough mats to upply all newspapers in the county. ust as a reminder, we'll do the same or you. Give us an idea of the kind of olumn heading you would like to have. rt Editor Chuc Isoline will rough out ome suggested layouts. You select one, nd we follow through in getting the en-raving and mats made.

rojecting Information Plans...

This month all of you are participat-ng in district conferences on program rojection. Most of your attention is eing concentrated on surveying the ma-or farm and home problems in your coun-ies and outlining educational programs o help farm people solve those problems.

We would like to suggest that during his forward-looking process you re-xamine the elements of your county in-ormation operation. With the time and udget you have available, are you mak-ng the most effective use of press, ra-io, television, direct mailing, and isual aids. If not, why not? Is there nything we can do to make your job asier?

/17/57

Hear Hertz at 12:15...

If you're in the vicinity of Danville around noon any day of the week, tune in to WITY, 980 on your dial, and hear Hertz on radio at 12:15. Orin and his associates have started a new daily 15-minute farm show direct from their offices at 12:15 every day via a direct line to the studio. They wind up the week with a half-hour youth show during the Saturday noon hour.

Orin indicated the other day that the response so far has been favorable. His job now is to promote the program in order to get the maximum number of listeners.

The Grand Gesture...

We picked this item up from Agricom--the newsletter of the National Project in Agricultural Communications:

"When Steiglitz became famous as a photographer, a magazine editor asked him for permission to reproduce one of his prints. Steiglitz replied that his fee would be $100--plus an agreement to return the print in perfect condition, or forfeit $1000.

"The amazed editor agreed. He was even more amazed when he paid and returned the print. Steiglitz looked at it and then deliberately tore it up. He explained, 'I just want to teach editors the habit of respect for photography.'--Brown Ink."



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IFWBA Holds Annual Meeting...

Last Friday and Saturday the Illinois Farm Writers and Broadcasters Association held its first annual meeting in Peoria. This organization was created just a year ago during Farm and Home Week here on the campus.

At the meeting last week, the members re-elected all officers and directors for a second term. The group includes president Cliff Lant, farm editor of the Moline Dispatch; vice-president Bill Mason, farm radio-TV director, Chicago; and secretary-treasurer Hadley Read, whom some of you probably know.

The three directors are Frank Bill, farm editor of the Bloomington Pantagraph; Dick Herm, farm program director of WPEO, Peoria; and Jack Sampier, editor of the National Livestock Producer.

Membership in the organization is open to "any person in Illinois gainfully employed in writing, broadcasting, or telecasting agricultural information."

The objectives of the association are worthy of mention. There are six of them:

1. To encourage more newspapers, radio stations, and television stations to recognize the need for and importance of more adequate agricultural reporting.
2. To acquaint more young people with the profession of agricultural writing and broadcasting and to encourage them to consider careers in agricultural journalism.
3. To achieve greater recognition and acceptance of the profession of agricultural writing and broadcasting by workers and administrators in all agricultural and communications fields.
4. To facilitate the exchange of information and ideas on techniques and methods among the members of the association.
5. To provide association members with opportunities for background briefings on complex agricultural problems, especially in the field of farm policy and farm legislation.
6. To improve the reporting of agriculture markets in the various media.

Combinations for Jackpots...

White County Farm Adviser Emil Mosser sent us this note this week along with tear sheets from the Carmi Times:

"Hit the jackpot one day this week with the Carmi Times. Two front page stories plus a feature picture and an additional two-thirds page for extension news on page 8."

Instead of replying to Emil, we're sending a note to the editor of the Times expressing the appreciation of the College of Agriculture for the job Illinois newspapers are doing in reporting farm information for farm and city readers.

A Note to Galesburg...

A similar note of appreciation goes out this week to Farm Editor H. H. Clay of the Galesburg Register-Mail for the helping hand that newspaper is giving and has given the county extension program. Farm Adviser Arnold Kemp called our attention to some excellent coverage of the silage tour held recently in the county.



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"The Best Laid Plans..."

There are, I suppose, some bits of philosophy that could be put down about the kind of weather we've been having for Farm and Home Week. The one that seems to fit best starts out "The best laid plans of mice and men...."

Turner Praises IFYE Program...

If you're not already convinced of the many merits of the IFYE program, have yourself a talk with J. B. Turner. We ran across quite a writeup in the St. Louis Post-Dispatch telling about JB's visit to the National Stock Yards with Alois Partl, IFYE student from Austria.

JB tells us that four other papers in the area carried the picture and story, much to his pleasure and the pleasure of IFYE Partl.

Whither Art Thou---Exhibits?...

During this past week, several advisers made polite inquiries about the status of the exhibit materials promised as part of the Exhibit-of-the-Month plan.

Though we don't want to wear out the phrase, "The best laid plans..," it fits this case too. Since November 1, the art section and visual aids shop have been knee-deep in work orders for Farm and Home Week, and these requests had to be moved to the top of the list. We still plan to furnish kits of materials for exhibits every other month.

1/31/57

Headings for Columns...

Paul Wilson, Livingston, and Halsey Miles, Bureau, have asked for column heading layouts. See past issues of It Says Here for information on how you too can have a bright new column heading.

For Those Who "Don't Have Time"...

We probably are as guilty as anyone else of hiding behind the excuse, "don"t have time," when there's important work to be done.

The other day we ran across an interesting article titled "Make the Time You Need." We'd like to quote part of that article:

"The practices of those who achieve success on the job and a satisfying life suggest six rules for getting the most out of the working day, whether it be 7 hours or 14 hours.

"Decide what you want from your time.

"Plan carefully, on paper, each day, or at least each week, how you will use your time.

"Put time where it counts most.

"Delegate well.

"Concentrate on the job at hand.

"Respect time."

Those seem like simple enough suggestions, but there is more to them than first meets the eye.

The article points out that too many of us are guilty of putting our time on matters that do not contribute to the important ends we want to achieve. We are also guilty of starting new jobs before finishing the one already begun.



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Soil Bank Film Strip Ready...

Photo Editor Jack Everly reports that the special film strip on the soil bank should be ready for mailing this week.

Jack, who also serves as chairman of the Soil Bank Information Committee, says artist Chuc Isoline and farm economist Bob Finley deserve the lion's share of the credit for this production effort.

We would appreciate any comments you have regarding the film strip and its usefulness in your county program. If there are other subjects which you feel could be given the film strip treatment, let us know.

Menard County Home Information...

Here's a quick but specific run-down of some of Home Adviser JoAnn Sievers' information activities in Menard County.

"Home economics in Menard County is served principally by two newspapers. There are no radio or TV stations in the county.

"The only daily paper available is the Springfield Journal. Circulation covers most of the county.

"The main weekly paper is the Petersburg Observer. Two other small weeklies in other parts of the county are not dependable printing sources.

"Both the daily and weekly give excellent information service.

"Types of articles include notices of and follow-up stories on meetings and programs.

"The weekly also prints subject-matter material.

"The local editor of the weekly gladly takes pictures at our special events. These pictures are used only in the weekly.

"I do not have a personal column but may begin developing this plan in the near future.

"The only radio and TV publicity used are spot announcements.

"The nearest stations are Springfield, 25 miles away."

Story Planning Conferences...

In five minutes this office will hold its regular weekly "story planning conference." An hour each week is set aside for the staff to review major story possibilities for the week ahead. Picture coverage of these stories is planned at this meeting for both our television news services and our pictorial press reports. We have found that setting aside specific time each week for story planning pays dividends in better coverage of the important news of the College of Agriculture.

Laws In Other Lands...

By this time you should have received your copies of "Farm Inheritance Laws in Other Countries." This is north central regional publication 27, published by the College of Agriculture. Farm economist Charles Stewart did much of the work in pulling the information together.

As you will appreciate, the publication is not designed for general farm consumption, but is for use primarily by agricultural leaders.

2/7/57



Extension Editorial Office University of Illinois College of Agriculture

Teaching Agricultural Journalism...

This week we returned to the profession of teaching. As you know, Larry Sarbaugh, who has been heading up our teaching-research program, left last week for a new position with the USDA Office of Information. We have not, as yet, recruited his successor, so we are teaching.

You may be interested in the objectives which we established for the two courses, Agricultural Journalism 114 and Agricultural Journalism 214.

For the first course we have said "its purpose is to improve your understanding of and appreciation for the communications process and to improve your ability to effectively use certain communications techniques, especially the technique of writing and speaking."

For 214 we have said "the purpose is to give you an opportunity to APPLY the communications process and this use of communications techniques on a special communications problem in the field of agriculture or home economics, plus a study of some additional communications techniques."

The Communications Process...

In talking about the communications process, we tried to stress that it was simply a procedure whereby a "sender" selects a "message," codes it into symbols of writing, speaking or visualizing and sends it through a selected "channel" to an identified "receiver" for a desired "effect."

In analyzing the communications process, you are, in effect, asking Who? Says What? How? To Whom? Why?

The Importance of Thinking...

Sound thinking is a prerequisite for the effective use of the communications process. We have found that this formula of asking questions is a big help in solving problems.

1. What is the problem?

2. Why does the problem exist?

3. What are the alternatives for solution?

4. Which of these possible alternatives is the best?

Planning a Campaign...

We discussed the elements involved in organizing an educational campaign and suggested these seven steps:

1. Apply the formula for thinking to identify the problem and its solution.

2. Identify the audience or audiences to be reached.

3. Select the right channels for reaching the desired audiences.

4. Determine the best technique to use with the channels.

5. Consider the appeals to be used.

6. Develop a plan of action.

7. Put this plan on a time basis.

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Who Reads? Who Listens?...

Pike County Assistant Farm Adviser George Daigh has (1) a 4-H news column, (2) a 4-H radio broadcast, and (3) a healthy curiosity about the readership of the column and the listenership of the broadcast. So he made a survey to satisfy his curiosity.

He sent a survey card to about 250 4-H'ers asking them if they read the column and listened to the broadcast. Here's what he found out: Of those who returned the card, 87 percent read the column and 57 percent listened to the broadcast. When asked to rate their sources of 4-H information, 31 percent rated the leader first; 30 percent, the news column; 11.5 percent, the extension office; 7 percent, radio; and 5.5 percent, other 4-H members.

George's conclusion: "I BELIEVE THE TIME SPENT ON WRITING A COLUMN AND MAKING A BROADCAST IS JUSTIFIED BY THIS SURVEY."

Sterling Gazette Salutes Agriculture...

The first of what we hope will be a series of late winter and spring special farm editions hit our desk this week. With a striking first page of a 48-page farm edition, THE DAILY GAZETTE of Sterling said the "COUNTY SALUTES FARMERS FOR PAST SUCCESSES, FUTURE HOPES."

All aspects of modern agriculture were treated in the 48 pages, and our hat is off this week to the editorial staff of the Gazette and the Whiteside County extension staff who furnished much of the copy.

You As A University Representative...

As mentioned before in this letter, President Henry is very much aware of the important role county extension workers play as local representatives of the University. He is also impressed by the job you are doing in getting out public information and is anxious that the University administration keep you informed on important developments.

As a means of keeping you informed, he has asked that each farm adviser and home adviser receive a copy of the newsletter prepared for the University's Citizens Committee. The current issue of this newsletter is in this week's packet. We're sure you will be interested in its contents.

Need for Short Films...

From Stephenson County, Farm Adviser Bob Wack writes: "We need, for WREX-TV, some three, five, or seven minute short films with sound. They should be on topics of current interest from all departments of the College of Agriculture. Do you suppose we can get this job done? I feel confident that other TV stations in Illinois could use them also."

That seems like a simple enough request. No question about the need or usability. The only things needed are staff, time, and money. And we hope some day to have those things too.



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Salute to 4-H Leaders...

We don't like to pat a guy on the back two weeks in a row, but we still want to mention Assistant Farm Adviser George Daigh's plan for a weekly "salute" to a 4-H leader. George prepares a picture feature each week on one of his 38 leaders, and this feature is printed by all of the main county weekly newspapers.

Appreciation for Cooperation...

"The job of getting timely better farming information out to farm audiences is a big one, and all of us in this business realize that progress would be much slower were it not for the enthusiastic support of Illinois weekly and daily newspapers."

That paragraph was one we included in letters last week to Rodney Brenner, editor of the Herald-Enterprise at Golconda, and Harry Porter, publisher of the Hardin County Independent at Elizabethtown. Pope-Hardin's Curt Taylor had told us of the excellent cooperation he receives from these two southern Illinois newspapers.

We appreciate your letting us know the names of newspaper and radio people who are making major contributions to your county extension programs.

Dinner Meetings With Editors...

The more we're around this business, the more we're convinced that one of the most profitable single activities in any county during the year is an informal meeting with the press-radio-TV editors of the county, preferably coupled with a good meal.

Listen, Listen, Listen...

We're not sure whether or not you receive USDA--the news bulletin of the U. S. Department of Agriculture. The current issue has some interesting advice about listening. Listening often is much more rewarding than talking. Anyway, here are somebody's suggestions:

"1. Think about what is being said. Weigh the evidence presented to determine if the whole picture is being presented--if conclusions are sound.

"2. Listen to the facts. Study the relationship and the combination used to arrive at the central idea.

"3. Guard against emotional feeling toward words that may upset your ability to do stable thinking.

"4. Use self-control and always hear the person out. When he has finished then plan your questions and rebuttal.

"5. Be an ambitious listener even to the extent of listening to discussion of subjects that require effort to understand.

"6. Be selfish and seize whatever ideas the speaker contributes even though they may be difficult to locate.

"7. Fasten your attention to the ideas presented in the speech rather than how or from whom it was generated.

"8. Conserve energy used in pretending you are listening, and spend it listening.

"9. Keep your mind occupied with the speaker's ideas. Don't let outside distractions send your mind on excursions."



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Special 4-H Edition...

The first of what we hope will be a long list of special 4-H editions arrived at our desk this week.

This special 6-page effort in the Pike County Republican resulted from the hard work of Pike County's Home Adviser Helen Hackman, Assistant Home Adviser Florence Metternich, and Assistant Farm Adviser George Daigh.

Among the many stories which interested us was the rather complete history of 4-H in Pike County. Club work in the county started in 1919, when the first assistant farm adviser was hired. Fifty-four club members were enrolled in the Pike County Pig Club.

Many local merchants and business organizations voiced their support of club work in the display ads carried in the edition.

Newspaper Support In Warren County...

Here's a short note from Warren County Assistant Farm Adviser Herb Short which speaks for itself:

"Enclosed are two pages from one of our weekly newspapers, the Roseville Press. I want to call your attention to the excellent coverage that they have given us on our activities, such as National 4-H Club Week, Cattle Feeders' Banquet and the Farm Adviser's Column.

"This paper has recently changed ownership and they are making a very fine effort to give adequate farm coverage in their area."

Helping Hand In Joliet...

Rounding out this week's mail bag is a letter from Alden Hickman, assistant farm adviser in Joliet, who sends along clippings from the Joliet Herald News and the Farmers Weekly Review.

Letters are going out this week to the editors of all of these papers expressing the appreciation of the College of Agriculture and the University of Illinois.

Information for Suburbanites...

During recent weeks we have received a number of letters from newspapers in Illinois and in neighboring states mentioning the fact that they wanted to give increased attention to the information needs of suburban dwellers.

These papers were especially interested in information dealing with home remodeling, lawn establishment and care, vegetable gardening and flower gardening.

Our office hopes to be putting increased emphasis on these subject-matter areas during the next few months. Those of you in counties with fairly large cities and towns may also want to give increased attention to these areas. You may find that some of your most loyal cooperators are the "sundown" farmers.

3-7-57



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From a Bulging Mailbag. . .

Our thanks this week to all of you who have sent us examples of the cooperation you receive from your local newspapers. We quote from two of the letters:

From White County's Emil Mosser: "Does the Extension Editor ever wonder what happens to news releases after they leave his office? If he does, I'm sure he would be interested to know what Rue Starr, editor of the Norris City News, does with them.

"Rue checks them over closely, denotes what will be of interest to his readers and then prints them. In addition to this farming news, he also issues the material that he can obtain from the county extension office, the local ASC office and other groups closely connected with farmers.

"The farmers in the Norris City Community certainly have a friend in their editor and we in extension consider Rue one of our best sources of relaying information to farm families."

Here's Bill Whiteside, Cook County's Assistant Farm Adviser: "I would like to put in a word for the Semmler papers in Mokena--Editor and Publisher, Mrs. Margaret Semmler. Also, the Chicago Heights Star with W. E. Williams as editor and publisher. These two papers have been very cooperative in publishing a personal column as well as furnishing photographers and helping out on major extension events in the county. Without their assistance, I am sure the story of extension work could not be told as effectively as it now is. We sincerely appreciate their cooperation."

Special 4-H Week Coverage. . .

We've also been gloating this week over the many examples of special 4-H coverage given by local papers.

Andy Wicklein sent us the Will County Annual 4-H Supplement published by the Joliet Herald-News. As Andy says, "This was a joint project of Betty Shinn, Mary Chess, Alden Hickman, and myself." With the newspaper, of course, making it possible.

Also in the mail were special clippings and tear sheets on 4-H coverage from Marshall-Putnam's Home Adviser Hallie Magill, Crawford County Farm Adviser Boyd Lahr, Woodford County Assistant Farm Adviser Charles Howell, and Pulaski-Alexander's Assistant Youth Adviser Florita Hogendobler.

We're adding our voice of appreciation to yours this week with letters to the editors of those papers.

Midwest Farm Editors Here. . .

On Thursday and Friday of this week the College of Agriculture will parade some of its latest research before 20 key farm editors from five midwest state farm magazines.

Special Dedication Promotion. . .

Enclosed in the packet this week is a special tabloid "clip sheet" covering advance information on plans for the dedication of the new home economics buildings. This clip sheet is being sent to some 400 or 500 press-radio-television media outlets. We thought you might be interested in seeing one of the ways in which we are handling advance promotion.

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Photo Workshop May 1-3...

Within the next day or two each of you will receive a special mailing covering plans for the second photographic workshop for county extension workers. The workshop starts Wednesday, May 1, at 1:15 p.m. and runs through Friday noon, May 3.

This year there will be separate sessions for "experienced" and "inexperienced" shutter-snappers. Plans also call for practical experience in taking both outdoor and indoor pictures. Enrollment will have to be limited to the first fifty who return advance registration cards.

All this and other details will be included in the special mailing. Incidentally, you'll have to figure out your own technique for paying your expenses at the county level.

New Plant Disease Newsletter...

Within the next week or so, all farm advisers should be receiving a copy of a new plant disease newsletter being prepared by the Department of Plant Pathology.

As you know, this department has no extension specialists, and this newsletter is designed to keep you currently informed on plant disease problems.

Special 4-H Coverage...

The mailman is still bringing in some excellent examples of the attention your local newspapers gave to National 4-H Club Week. Here's a quick rundown of the current receipts:

FromLee County, Assistant Farm Adviser Wallace Reynolds sent us a copy of the special 24-page tabloid edition put out by the Dixon Evening Telegraph.

Assistant Farm Adviser Dale Bateman in Hancock County called our attention to the special section on 4-H in the Hancock County Journal. He says: "The copy for this was furnished by Mrs. Hartweg, assistant home adviser, and myself, while the pictures were taken by the Journal staff.

From Morgan County, Assistant Farm Adviser Robert Walker makes this request: "When you pass out the roses, don't forget the Jacksonville Journal and Courier Farm Editor Cecil Tendick."

The Mentor Democrat and the Newton Press in Jasper County have been nominated by Assistant Farm Adviser Ken Bailey as being two of the most cooperative newspapers in the state.

City Readers and Agriculture...

Just for the fun of it, sometime pick out ten or a dozen city businessmen and see how well acquainted they are with agriculture in your county. See how close they can come to giving the correct answers to the number of farms, the average size of farm, the total value of agricultural products produced in a year, the value of the agricultural physical plant, and the average yield of corn or wheat or soybeans.

Unless we're mistaken, the batting average on answers might not be too high. If it isn't, you should have some cues for a series of good stories about agriculture in the county that should be of interest to all local newspaper readers.

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Guests Of The College...

Yesterday we asked the students in Agricultural Journalism 114 why so many well-qualified young people did not go to college.

These students advanced a number of reasons, including lack of money, fear of failing, early marriages, unwillingness to leave home, etc. The most important single reason advanced, however, was the failure of adults to encourage these young people to consider college. These young journalists were of the opinion that parents, teachers, and other adult leaders had not done a good enough job of portraying the benefits of a college education.

This, it seems to us, is a rather serious indictment. It may not be completely justified. But, justified or not, each of us who associates with young people of pre-college age might well ask whether or not we have done all that we can to encourage young people to consider the advantages of continuing their education beyond the high school level.

This, perhaps, is a rather long preamble to a somewhat positive suggestion. The suggestion is that you have an opportunity during the next several weeks to help young people, your county, your state, and the University of Illinois by encouraging high school seniors in your county to attend the "College of Agriculture High School Student Guest Day" scheduled for Saturday, April 13.

If you have a regular radio program, it might not be a bad idea to invite county and community leaders to discuss various career opportunities for college graduates.

Tentative Television Plans...

Farm Radio-TV Editor Dave Phillips has outlined tentative plans for television development for the year. You may be interested in a brief recap of these plans.

Live Programming: We will continue our present weekly Saturday afternoon half-hour panel show, "What Am I Doing?" on WCIA until the end of May. This show will then be discontinued for the summer with plans to resume it in the fall.

Science Films: The discontinuation of the live show will give us more time to spend on planning and shooting short (3- to 5-minute) science films. These will be brief reports on agricultural research, produced as complete sound-on-film units. We hope to produce one such film for each department during the year.

TV Program Guidebook: As a direct aid to all of you in the counties, we hope to prepare a series of suggested program outlines on a wide variety of subjects. These would then be compiled in a TV program guidebook.

In addition to these major assignments, we hope to spend some time this summer visiting television stations to determine how the College of Agriculture and its Extension Service can be most helpful to them in the area of farm television programming.

In home economics, Radio-TV Editor Jessie Heathman expects to continue her two weekly half-hour shows on WILL-TV. We also hope to produce some short films on home economics topics.

3-28-57



xtension Editorial Office University of Illinois College of Agriculture

Organization Plus Publicity Equals Success...

Early this year Ford County Farm Adviser Arnold Rowand and his extension colleagues set out to raise $6,000 in a 4-H fund drive.

When the drive was over, contributions to the 4-H fund totaled nearly $10,000. This is success plus.

The other day we asked Arnold for his "success" formula. He said it was simple--good organization plus excellent advance publicity coupled with careful selection of workers equals success.

Enclosed in this week's packet to farm advisers is a set of some of the materials that Arnold used in his campaign. We trust that each farm adviser will share these materials with his colleagues.

Here, briefly, is the way the campaign was organized:

A husband-wife team was selected to head the drive in each township. Additional workers were recruited for the larger towns. The township workers were given the responsibility of recruiting additional help in their counties.

The teams of fund workers were invited to a special kick-off meeting around the middle of January. At this time the workers were given copies of all of the materials that would be helpful to them in carrying out their assignments. There was 100 percent attendance.

The drive was scheduled to last one week, starting January 21. Local newspapers and radio stations were thoroughly briefed on the drive and its importance to Ford County, and they gave liberally of space and time in promoting the campaign.

With few exceptions, nearly all of the work was completed during the assigned week, and nearly all of the money was collected during this time.

Extension Editorial Contest--Yes or No?...

Before too long we must decide whether or not to stage another county extension editorial contest at the time of the Fall Conference. Bob Jarnagin and Farm Adviser Chuck Federman were discussing the contest recently, and Chuck consented to put his views in a letter to me. We would appreciate it if you would take a look at Chuck's observations and let us know whether or not you hold similar views, different views, or no views at all. This is what Chuck said:

"I would like to see a change made in the editorial contest. I enjoyed making entries this past year, but feel that the system that we used does not give a true evaluation of the publicity program for a county. Using one story or one column as an indication of the total program is not good. I would like to see a system worked out where the farm editors of the papers throughout the state would submit different counties for consideration for the awards.

"Many farm advisers hesitate to submit entries in the contest because they feel that it is a form of bragging. If the farm editors in the area were doing the evaluation, you would have this factor eliminated."



xtension Editorial Office University of Illinois College of Agriculture

Workshop Deadline Extended...

Frankly, there are still quite a few chairs available for the Second Annual Photographic Workshop May 1-3. Since we hate to see these chairs go to waste, workshop manager Jack Everly has extended the deadline to Friday, April 19.

The Importance Of You...

If there are times when you feel that your part in the total picture isn't very important, consider this example of the personal touch. It comes from the Veterans Administration Newsletter.

"Xvxn though my typewritxr is an old modxl it works quitx wxll xxcxpt for onx of thx kxys. I wishxd many timxs that it workxd pxrfxctly. It is trux that thxrx arx forty-onx kxys that function wxll xnough, but just onx kxy not working makxs thx diffxrxncx.

"Somxtimxs it sxxms to mx that our organization is somxwhat likx my typxwritxr--not all thx pxoplx arx working propxrly.

"You may say to yoursxlf, 'Wxll, I am only onx pxrson. I won't makx or brxak a program.' But it doxs makx a diffxrxncx bxcausx any program, to bx xffxctivx nxxds thx activx participation of xvxry xmployxx.

"So thx nxxt timx you think you arx only onx pxrson and that your xfforts arx not nxxdxd, rxmxmbxr my typxwritxr and say to yoursxlf, 'I am a kxy pxrson in our organization and I am nxxdxd vxry much."

Visit With Painter...

We've asked Assistant Editor Bob Jarnagin to give you a report on his field editor visit to LaSalle County last week. Here's what Bob has to say:

"Farm Adviser Fred Painter and I took the southern tour this year and called on editors at three radio stations, two weekly newspapers and three daily newspapers. As usual, we found them willing to visit for a few minutes.

"Fred may take a dim view of these county visits, because we always turn up a couple of new jobs for him. This time two of the radio stations proposed new ideas for improved farm coverage. We like radio time, because we feel that the type of visiting we can do with farm families over the air will help the stations to build their audience, and we benefit, too, from more listeners.

"As far as the newspapers are concerned, Fred likes to have me along, because I can help him to get across the idea that he is employed by the University of Illinois, not the county Farm Bureau. We felt that our newspaper contacts were glad that we called on them, that our relations are always better as a result. We always seem to get a couple of little problems squared away.

"Not enough editors came to the Saturday luncheon meeting, but it was still a good idea. We did open the eyes of the young managing editor of one of the dailies to the importance of his farm audience and of agricultural information."



Extension Editorial Office University of Illinois College of Agriculture

Support for Federman...

Chuck Federman's suggestion for improving the editorial contest brought support from a number of his colleagues.

Carl Mees writes: "Chuck's idea of having editors submit the entry is a good one, I think. Other things should be taken into consideration, such as the coverage one gets in the counties, the number of articles published, etc. I do not agree with Chuck that many farm advisers hesitate to submit entries because they feel that this is a form of bragging. If this is true, we better wake up and start bragging about our program a little more because a lot of people know nothing about the cooperative Extension program."

From Louis Engelbrecht comes this report: "I would like to say amen to the suggestion of Chuck Federman. It isn't the one article or one set of pictures that makes for success in publicity. Rather, the day by day or weekly articles throughout the year are what should be judged if there is an editorial contest. Let the editors decide who in Extension is giving them the most and the best material."

Here are some thoughts from Macon County's Warren Myers: "There is no doubt in my mind that there is much good publicity in counties that never shows up in a contest. For those of us who try to get publicity for national magazines, find the same type of reaction. No one wants to take the time to report it.

"If editors were to report publicity for advisers, there would be many left out on that score too.

"I don't know if the home advisers have a similar committee or not, but it might be a way to use our publicity committee of farm advisers. There might be one diversion pointed in that way. An adviser submitted by the committee member as the top publicity man in that district, just an idea."

And as a final word, Stanley Sims says: "I second the views of Chuck Federman concerning the editorial contest. I am also of the opinion that the Extension program should be balanced and where a man spends all of his time on taking pictures and writing news articles, he has little time for anything else."

How's That?...

Ken Warner, formerly with the Federal Extension Service, says this: "COMMUNICATIONS is a continuous process. Talking or silent, smiling or frowning, alert or dozing, you are always sending messages. Those who hear or see or read, decode your message as best they can. They interpret it against the background of their own experience, fill in the missing parts, if any, and credit you with what they think you said. Misinterpretation is easy when your message is unclear or incomplete.

"Communications is a part of everything we do. Effective communications can make our work easier, faster, more useful."



Extension Editorial Office University of Illinois College of Agriculture

A Yes Vote For Editorial Contest...

One farm adviser, who requests that his name not be used, has these views regarding the benefits of editorial competition:

"Your editorial contest has been a real help to our publicity program in my county because of the incentive to improve quality and effectiveness, and constructive criticism of material entered.

"In answer to the many comments that I have heard and read, I would like to make these personal observations regarding a publicity program.

"To me, a publicity program is strictly a tool to implement the County Extension program. Aside from its obvious benefits, can anyone think of a more effective way of gaining active help, support, and cooperation from local leaders, committees, and board members than to boost and recognize their efforts with their pictures in newspapers and by radio and television? Aren't people generally inclined to support and follow an aggressive program that enjoys much favorable publicity? If these things are true, then is it not worth while to put special effort and time into it?

"Personally, I do not particularly like to write news stories or take pictures. They are both chores I do for the above reasons, and because this method has been the easiest and most effective one in gaining local support and help.

"Furthermore, I spend a very small percentage of my time on publicity; for example, an ordinary news story from my office that goes out to seven different dailies, six weeklies, fifteen radio and two television stations usually takes less than fifteen minutes of my time. If the same story is accompanied with pictures to the dailies, the total time for both the secretary and me is less than an hour, my time being about 45 minutes.

"The above is mentioned because I gather that many people think a comprehensive publicity program with pictures is too time consuming, and that a person who does this has little time for anything else. I disagree with this point of view.

"Can you think of a sales organization with any type of good record that does not use the contest method for incentive?"

The Codfish And The Hen...

Along the same lines as the above comments, Henry County's Darl Fike sent us the following poem:

The codfish lays 10,000 eggs,
The homely hen lays one,
The codfish never cackles,
To tell you what she's done.
And so we scorn the codfish,
While the humble hen we prize,
Which only goes to show you
That it pays to publicize.

4-25-57



Extension Editorial Office University of Illinois College of Agriculture

Advanced Training in Extension...

This doesn't have much to do with information methods, but we were impressed by some thoughts expressed by Paul Leagans on advanced training in extension. Mr. Leagans is professor of extension education at Cornell University, and his thoughts were expressed in a speech before the staff of the Federal Extension Service.

Mr. Leagans listed the following important factors "giving rise to the need for advanced training in extension education":

"1. Standards for professional proficiency are constantly rising in all fields of endeavor.

"2. Effective extension work results from choice, not from chance.

"3. It is an intricate and complex educational task today to design and execute extension programs that significantly change the action of large numbers of people.

"4. Education is the central force in effective extension work.

"5. The central idea in extension work of 'helping people learn how to help themselves' has proven to be a 'good idea.'

"6. Effective educational leadership requires that a gap exist between what the leaders know and can do, and what the followers know and can do.

"7. It is not what a person merely knows, but what he comes to believe, that determines what he does when he is free to act as he chooses.

"8. There is now developed a body of knowledge about extension education that is being recognized by university graduate schools as a major field of study leading to both the master's and doctoral degrees."

In his speech, Leagans also pointed out that "the central objective of the program (at Cornell) is to develop in students a professional ability with breadth and depth that will stand them in good stead as leaders in their chosen field of extension education."

He said he believed that the great aim of extension is to "develop finer families; living in better homes; on more productive farms; in more progressive communities."

Photo Workshop Opens...

As this is written, we are just a couple of hours away from PW-Day--Photographic Workshop. The planned program will follow the pattern established last year. Instruction in both indoor and outdoor photography will be followed by practice and application.

Headline speakers and consultants include Bob Beeler of the Eastman Kodak Company and Ralph Winn of General Electric. Bob and Ralph will be assisted by members of the editorial team.

5-2-57



Extension Editorial Office   University of Illinois   College of Agriculture

"Talking But Not Teaching"...

"Most teachers have so much to do just talking they don't get time to properly prepare to teach. We could cut out 90 percent of our lecture work and spend this time preparing visual aids and laboratory exercises and using them to get the same job done.

"The teacher needs a vivid imagination, time to prepare his aids, a place to file visuals, and the periodic assistance of an artist and an audio-visual aids specialist."

Those observations about teachers and teaching were made by an American, but not in America. We lifted them from a talk given by Farm Adviser Bill Tammeus before an extension conference in New Delhi, India. Sounds like home, though.

Radio Four Days Per Week...

During the Photographic Workshop, we were asking Ogle County's Hugh Fulkerson about his radio schedule. Here's the way it stacks up:

Tuesdays at 12:30 on WLBK with two 4-minute features.

Wednesdays at 6:45 on WSDR with a 12-minute feature.

Thursdays at 12:30 on WLBK with two 4-minute features.

Fridays at 12:00 on WSDR with a 12-minute feature and on WROK with a 9-minute feature.

That's a fair amount of radio time, and Hugh does most of it with a tape recorder. He tapes his Tuesday and Thursday shows on Saturdays, his Wednesday show on Monday, and his two Friday shows on either Tuesday or Wednesday.

Wanted: 15 Uninterrupted Minutes...

How sympathetic are you with farmers who give "DON'T HAVE TIME" as the reason for not testing soil, keeping dairy records, going to educational meetings, applying fertilizer, rotating pastures, selecting better sows, farming on the contour, weighing feed for the dairy herd, balancing poultry rations, putting in a water system, remodeling the kitchen, or going to church?

Our guess is that you discount that reason on about a 90 to 1 ratio. Your argument is that most farmers could find the time to improve their methods if they really wanted to.

The other day we received a letter from a farm adviser whom we respect and admire. But he had a problem. He wondered where a fellow could ever find 15 uninterrupted minutes to write news stories each week.

We have another letter from a home adviser who says, "I do not have a regular column. I simply have been too busy to work it in."

We will never say that farm and home advisers are not busy. We think editors are pretty busy too. But every once in a while it is refreshing to stop and ask ourselves, "Are we too busy doing the wrong things and not busy enough doing the right things?"

When you write news stories, put on radio programs, or appear on television, no person can say you are serving only special-interest groups.



Extension Editorial Office University of Illinois College of Agriculture

Ten Big Facts On Dairying...

Within a few days farm and home advisers will each receive 50 copies of the new booklet, "Ten Big Facts on Dairying in the Land of Lincoln." This booklet is packed with milk nutrition, consumption and production facts for Illinois aimed at acquainting public leaders with the importance of milk in the diet and the importance of the Illinois dairy industry.

You can be a big help in getting well-balanced distribution of this booklet, particularly to those people we cannot reach directly but who have great influence on consumers.

Here are some of the people who should have copies (from home advisers): public health and school nurses, women's club and PTA officers, and home bureaus and their officers.

Farm advisers can distribute to local chamber of commerce officers in the county, doctors, and dairy feed and equipment dealers.

Also, it may be well for you to suggest that information in the booklet be used as discussion material or as a basis for speeches in meetings of the above-listed groups--especially during June Dairy Month.

We are sending copies direct to all mass media, home economics teachers, vo-ag instructors, librarians, school principals, and labor leaders. The American Dairy Association of Illinois will distribute to milk plant operators and will make copies available during county dairy days.

If you need any extra copies--or further information--let us know.

For Agronomy Day Promotion...

Enclosed in this week's packet for all farm advisers is a special Agronomy Day promotion mat. You may wish to refer it to the editor of the county farm bureau publication or use it in your county weekly and daily newspapers. By getting casts made of the mat, you can use it in a number of ways.

Assistant Editor Harold Guither, who is handling promotion for Agronomy Day, says additional special news stories will be sent to you during the next few weeks.

Information About The University...

At the request of President Henry, we are enclosing in this week's packet a copy of the special tabloid put out for the visit of the state legislators. The tabloid covers a wide variety of information about the University in which you should be interested. Copies are being sent to farm advisers and home advisers with the request that they be shared with assistants in the county.

Ideas for 4-H Floats...

If you have trouble thinking up ideas for 4-H floats, you'll want to get a copy of a special leaflet prepared by the National 4-H News called "FLOAT IDEAS." The 6-page leaflet packs a wealth of information on planning and constructing 4-H parade floats. The cost is 10 cents a copy for single orders or 5 cents a copy for orders of 20 or more. Address orders to National 4-H News, 59 East Van Buren Street, Chicago 5, Illinois.



Extension Editorial Office University of Illinois College of Agriculture

Orders by Thousands...

Immediate follow-up requests for extra copies of the booklet, Ten Big Facts on Dairying, has been little short of amazing. The last two days' mail brought requests for more than 2,500 copies. These requests are from schools.

Chances are that our original printing of 40,000 copies will be gone before we can turn around. So we would like to ask a two-part favor of each farm adviser and home adviser: (1) If you think you will have need for extra copies of the booklet, will you let us know right away so that we can include your needs in a reprint order if one is necessary, or (2) if you don't have need for the 50 copies we sent to you, would you return the ones you don't need to us for distribution elsewhere.

Press-Radio-TV Field Day...

Each farm adviser will soon receive complete information covering plans for our 1957 Press-Radio-TV Field Day. The dates are June 27 and 28, and the event is jointly sponsored by the College of Agriculture and the Illinois Farm Writers and Broadcasters Association.

Letters of invitation and programs are being mailed late this week to weekly and daily newspaper editors and representatives of radio and TV stations.

In our letter to you we are suggesting that you "second" the invitation in contacts with your newspaper, radio, and television people. You, of course, are invited to attend the Field Day too, and we hope some of you will be able to bring your editors with you.

Field Visit With Wack...

Field Editor Bob Jarnagin spent a day in Stephenson county last week visiting editors with Farm Adviser H. Robert Wack. The two Roberts called on three weekly newspaper editors, one daily newspaper farm editor and one TV station farm program director.

As usual in such cases, the visitors found the editors with some problems to be talked over. Many times the answers are not easy, but the air always seems clearer after the problems are discussed. For instance, the question of release dates on news releases to weekly and daily newspapers was brought up. In some counties with no dailies, or no weeklies, there is no problem of release dates. But in counties with intense competition between live-wire weeklies and dailies, it is a problem. Each farm adviser probably has to solve this problem in terms of his own county situation. In this case, the solution seems to lie somewhere around furnishing the daily newspaper timely information as soon as it happens and releasing the how-to-do-it type of story on Thursday for both weekly and daily papers. That system may work in most cases.

In Stephenson county, all of the mass media outlets depend for their farm information on Farm Adviser Wack's regular weekly news service, which contains well-chosen localized excerpts from the Editorial Office service plus current events and other timely information of value and interest to the county farmers.

5-23-57

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

The Home Adviser's Job...

Madison County Home Adviser Elaine Wendler used National Home Demonstration Week as a peg on which to hang an excellent review of the work of the home adviser. Her story was used in the six newspapers in the county.

Building a Float...

Irwin Johnson, managing editor of the National 4-H News, says orders are pouring in for copies of the leaflet on building 4-H floats. Twelve counties in Illinois have ordered one or more copies. If you face the task of advising 4-H clubs on building parade floats, we suggest that you order copies of the leaflet.

Here Comes Summer...

During the next few weeks, the editorial office will be short of field hands for one reason or another.

Radio-TV Editor Dave Phillips entered the hospital today for a spot of surgery and will be away from the office until June 24.

Press Editor Bob Jarnagin will hide away from the telephone for a couple of weeks this month to complete his master's thesis on the history of the American Association of Agricultural College Editors.

The guy who signs the office requisitions will be teaching a course on communications at the University of Wisconsin from June 10 to 28.

5-29-57

Citizens Committee Newsletter...

Enclosed with the packet for each farm adviser and home adviser is a copy of Vol. IV, No. 4, of the University of Illinois Citizens Committee Newsletter. It is sent to you at the request of President Henry to keep you informed on University developments.

Comments on Photography Workshop...

Several of the participants in the recent Photography Workshop were good enough to send us their comments.

Helen Hackman: "Good photography is important in our work. It is another approach that we need to know more about in order to do a better job. I feel that I need to read more, study more about photography, put it into practice and then come back again next year to learn what I wasn't able to absorb this year.

"The school was well organized. I know you folks did a lot of planning and work to get ready for this."

Helen Volk: "I want you to know how much I enjoyed the Photography Workshop.

"I have been taking pictures for a number of years but found I learned many new things and appreciated the opportunity of using different cameras and equipment. The workshop assignments and criticisms proved especially valuable.

"We hope another Photography Workshop will be planned in the future."



Extension Editorial Office University of Illinois College of Agriculture

A Contest on Coverage...

The assistant state leaders and extension editors today announced plans for one of the most unusual contests ever held in the field of agriculture.

There are no jingles to write, puzzles to solve, or missing words to fill in. No coupons, boxtops, or old tires need accompany your entry. All farm advisers are eligible. The contest rules are simple. Here they are:

1. Arrive home safely from the Summer Conference held June 5-7.
2. Take an hour or so to prepare a full news coverage report of the conference for your local newspapers, radio stations, and television stations.
3. Send a copy of your coverage report to "CONTEST," Room 330 Mumford Hall, Urbana, Illinois.

A highly skilled judging committee will judge the entries that are submitted.

One winner will be selected, and the prize will be the best low-priced ball-point pen money can buy--after the money is collected from the assistant state leaders and extension editors.

(Confidentially, every farm adviser who does a good job of reporting the conference will be a winner, because his public will know he is on his toes in getting the latest information to report to them.)

Reservations for Press-Radio-TV Day...

Reservations from editors have started to come in for the Press-Radio-TV Field Day June 27-28. We certainly hope you will second the invitation to editors by Dean Howard and Cliff Lant.

Getting Information to Farm Families...

About a year ago every farm and home adviser and assistant received a copy of the guidebook, "Getting Information to Farm Families." The book was written primarily for county extension workers and contains information on the use of press, radio, television, photography, and visual aids in the county information program.

In addition to distribution to extension workers in Illinois, more than 2000 copies were purchased by other states.

The book was recently reprinted, and copies are now available for any extension worker who did not receive one last year.

You can get yours by writing to the Extension Editorial Office.

Photo Workshop Commended...

From Greene County Farm Adviser John Bicket comes these views concerning the recent Photographic Workshop:

"Those who were there were there because they wanted to improve their work in this area. They wanted to take something home after spending the time away from the counties. I have spent lots of time at meetings and conferences and returned with much less. In my opinion, the time was well spent."

Meet Lorraine Weier...

The young lady handling home economics radio in our shop these days is Lorraine Weier, whom many of you knew as Lorraine Hoffman, IFYE delegate to the Netherlands a year or so ago.



Extension Editorial Office University of Illinois College of Agriculture

First Contest Entry...

From Bureau County Halsey Miles sends the first entry in the Coverage Contest announced in last week's issue of "It Says Here." We hope that by the time you read this many more of you will have sent your reports to local news outlets and to "CONTEST," Room 330 Mumford Hall, Urbana.

Your Help Needed...

Although some reservations have been received for Press-Radio-TV Field Day on June 27-28, we think a lot more editors, radio and TV people should be planning to come. Your personal invitation on top of the one sent from Dean Howard and Cliff Lant may be just what is needed to convince your local editors that their time will be well spent. County extension people are invited too, but your reservations will be needed by June 24.

Citizens Committee Directory...

There's a copy of the 1957 University of Illinois Citizens Committee Directory in this week's packet for each farm adviser and home adviser.

Loan Exhibit Available...

The Extension Editorial Office will have available for loan on July 1 a portable exhibit featuring the services of the College of Agriculture.

This exhibit may be borrowed free of charge by any county extension person for any occasion in the county where shelter is available. Users must provide pickup and delivery service back to the Visual Aids Shop.

The unit is contained in 3 boxes with a total weight of 250 pounds. The largest box measures 3 feet by 4 feet and comes with a carrier for use on car tops if your trunk is small.

The units are flexible in layout. The exhibit uses a maximum of 47 lineal feet but can be condensed to a minimum of 27 feet and still tell a good story. Any variation in length above 27 feet can be obtained by adding 4-foot panels. Lights, extension cords, and anchors are provided.

Reservations will be issued on a first-come, first-served basis. The dates of July 30 to August 5 are already reserved.

John Behrens, Visual Aids
330 Mumford Hall, Urbana, Illinois

Please reserve the loan exhibit on the services of the College of Agriculture for use in ________________ County from ____________________ to ______________. I have included the pickup and delivery days in the time requested. We agree to return the exhibit in good condition on the day agreed.

6-13-57

____
(Signature)



Extension Editorial Office University of Illinois College of Agriculture

Home Bureau Conference...

Home Economics TV Editor Jessie Heath-
man reports that 85 of the 96 Illinois county home bureaus sent representatives to the 20th Annual Citizenship and Organization Conference held at the University last week. County presidents and vice-presidents were eligible to attend, and it was a working conference from start to finish, with members in charge.

The program included sessions on finance, membership, leadership training, citizenship and international relations, as well as the consideration of county programs of work.

During the conference, home bureau women throughout Illinois paid tribute to Mrs. Kathryn VanAken Burns, state leader of home economics extension, emerita, with a gift of $2,500 to be used as she wishes. Mrs. Burns does not plan to use the fund personally. It is to be known as the Kathryn VanAken Burns Fund and will be used to strengthen home economics extension programs at the county level.

Six "Contest" Entries In...

So far we have received six entries in the "Contest." Remember, a new low-priced ball point pen to the farm adviser or assistant who sends in the best local coverage of the June Conference. We'd like to bring this contest to a close about July 1, so send in your news packet and clippings right away.

Sign-Up For Traveling Exhibit...

As of June 19, four farm advisers had signed up for use of the traveling exhibit mentioned in last week's yellow sheet. Here are the loan exhibit dates already taken:

July 15-19, Greene County
July 29 - August 5, Morgan County
August 16-22, Henderson County
August 22-24, Stephenson County

Any county extension person may borrow this exhibit for any occasion in the county where shelter is available, according to the rules established by Visual Aids Specialist John Behrens. See It Says Here for last week for full details on the exhibit. The policy is that the exhibit shall be returned to the Visual Aids Shop after each use for inspection and repair before going out to the next county.

Meet Pat Close...

We'd like to have you drop in sometime and meet Miss Pat Close of Miami, Florida, who will be working as a half-time graduate assistant in the office this year. Pat is a June graduate of the College of Agriculture at the University of Florida with a major in Animal Husbandry.

Word From Wisconsin...

Latest reports from the far north on the shores of Lake Mendota are that Editor Hadley Read is working hard with his information class in the morning and then resting hard in the afternoon to get ready for another busy morning.



Extension Editorial Office University of Illinois College of Agriculture

New Farm Advisers' Packet...

In last week's packet of material from this office, the farm advisers received the first special packet of news stories for July. It is the packet of stories that Hadley Read was talking about at the noon luncheon during June conference. It's a little late for July county publications, but plenty usable for your regular weekly news releases and your personal columns as reference materials if you want to use them. However, we are going to try to get them in the mail each month before the middle of the preceding month so that you can use the timely stories for all possible purposes.

We are starting this new service to get as much mileage as possible out of the news service from this office to the state's newspapers. We have felt for many years that these releases contained a terrific supply of informational material that had much carryover value. We knew, too, that most of the specialists found themselves digging out their last year's releases and rehashing them. That's an old gag. So we decided to do that job for them and give them to you in a package. When you have this year's file complete, you can expect the complete package to be revised month by month and the revisions sent to you so that your file will always be up to date. And the specialists can concentrate on digging out new material.

We plan to put each month's issue on paper of a different color and punch the sheets for ring binder filing.

6/27/57

"Our Editors Are Tops"...

That's what White County Farm Adviser Emil Mosser has to say about the newspaper editors in his county. What brought that outburst on was the way in which the Norris City News and the Grayville Mercury-Independent gave first-page stories with splash headlines to the recent crisis in getting corn into the ground or cultivated because of all the rain. The Carmi Times also used the same story that Emil sent out in regard to the situation, he says.

Emil knows all the editors in his county personally, and he has educated them to the point where they look to him for their information on agricultural problems. But even more than that is the generous way in which they cooperate to get the information out to the farm families that can use it. In this case the farmers were wondering what they should do and plant as a result of the late season, as was true in much of the state. Emil's story gave them the word.

For Home Advisers...

Assistant Extension Editor Jessie Heathman says: "We have just taken a second look at USDA Extension Service Circular 510, 'Ideas to Help You,' which was sent to all home advisers in May. It pools the ideas of many extension workers--county, state and federal--and deserves thorough study. Packed in along with the suggestions for developing leaders, using community resources and records is timely information on writing news articles and planning radio and TV programs."



Extension Editorial Office University of Illinois College of Agriculture

Importance Of Communications...

You will not be surprised at this conclusion. But three intensive weeks spent teaching agricultural communications with a group of 18 keenly interested extension workers simply reinforced our belief in the importance of communications.

The "students" requested that the big share of class time be devoted to "good writing for easy reading." And that's what we did. We gave considerable attention to the Flesch formula for teaching readability. Techniques of news story writing also came into the picture, and we spent some time on radio and television production.

The group in the class represented both county extension workers and extension specialists. They concurred in the opinion that not enough time or attention is given to in-college training of extension personnel. They felt that such training should certainly include psychology, sociology, business administration and communications. We agreed.

In all, it was a most stimulating and worthwhile experience.

Brucellosis Movie Completed...

Last week a few of us previewed "The Ford County Story." This is the first short motion picture produced by the Extension Editorial Office. It reviews the Ford County educational program to eradicate brucellosis. Additional prints are being ordered, and we will give you more information about this movie shortly.

News Stories For July...

When you get a minute, we would appreciate your comments on the packet of special news stories for July. As the boys indicated in this letter last week, a similar special packet will be mailed to you for use each month of the year. We hope to hit a 15th of the month deadline for the following month.

County Loan Exhibit Booked To Aug. 30...

Visual Aids Specialist John Behrens reports that the special College of Agriculture exhibit designed for your exclusive use has been booked from now through August. If any of you have events coming up during September and October and would like to use the exhibit, send in your request for reservation soon.

Meet Owen (Rip) Glissendorf...

During 1952-53, many of you met Owen (Rip) Glissendorf when he served on the staff as assistant extension editor. Rip has now returned to the fold to head up our agricultural journalism teaching program left vacant when Larry Sarbaugh resigned. He is on joint appointment with the College of Journalism and Communications.

Look Here Next Week...

This space is being reserved in next week's newsletter, when we will announce the winner of the Summer Conference news coverage contest.

7-4-57



Extension Editorial Office University of Illinois College of Agriculture

Editors Study Their Problems...

Before the week is out, four of us will head west for the annual meeting of the American Association of Agricultural College Editors at Fort Collins, Colorado.

This year the agricultural college editors will spend most of their time taking stock of the most pressing problems facing the profession.

Five major "challenges" have been identified for study during the week. They are:

"1. The challenge to find new facts through research in agricultural communications.

"2. The challenge to encourage competent young men and women to choose careers in agricultural and home economics communications.

"3. The challenge to improve the professional skills and abilities of agricultural college editors.

"4. The challenge to improve the communications skills and abilities of all workers in agriculture and home economics.

"5. The challenge to better know and understand the respective media of communications and the forces which apply in the use of these media."

Hats Off Department...

Since we didn't wear our hat last week, we are tipping it this week to advisers Ed Barnes, Warren Myers, and Bill McAllister, who escorted editors from their area to the Press-Radio-TV Field Day. If any of you run across writeups of Don Paarlberg's speech in your local papers, we would appreciate having the clippings.

More Garden Stories Wanted...

Cook County's forward-looking Carl Mees had some nice things to say about the July packet of stories for farm advisers. But he also asked that future packets contain much more information of interest to suburban agriculturalists. As we wrote to Carl, this is a need we have recognized. The current weekly column on gardening prepared by the staff of the Department of Horticulture is an attempt to furnish some of this needed information.

We will try to get more started through the mill in the future.

By this time you should have received the August packet of stories, and work is already started on the September issue.

The Coverage Winner Is Mosser...

Within the next decade or two, White County's Emil Mosser will receive a low-priced ballpoint pen as the first-place winner in the summer coverage contest.

Mosser's entry received the nod because of the variety of ways in which he applied the information received at the conference.

In the honorable mention division are Ed Lee, Williamson County; A. R. Kemp, Knox County; Wilbur Smith, Washington County; Paul Wilson, Livingston County; Charlie Glover, Union County; John Slaton, Pulaski-Alexander County; Floyd Smith, Marion County; and Halsey Miles, Bureau County.

7/11/57

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

Farm and Home Festival...

In this week's packet you'll find the first announcement of the 1958 Farm and Home Festival. Note the dates, March 27 to 29, in place of the usual Farm and Home Week program in late January. More details will be sent as the program plans become more definite.

Promotion Aids for Outlook Meetings...

Materials to help in promoting outlook meetings in your county will be on their way to county offices by August 10. This kit will include suggested news stories, letters to farmers and editors, spot announcements for radio and column use, and bulletin board poster.

Since this kit will not reach some counties in time for use in your August farm bureau publication, we suggest that you plan to announce your date before receiving the other promotion aids.

Requests for Dairy Marketing Charts...

So far 45 counties have requested the monthly dairy marketing mats. We can still put your name on the list to get all future charts if we hear from you by July 27.

Farm Safety Week Reminder...

Extension Safety Specialist O. L. Hogsett gives this last-minute reminder that Safety Field Days are this week--July 23 at DeKalb and July 25 at Salem.

7/18/57

Mosser Gets His Picture...

When White County Farm Adviser Emil Mosser brought his 4-H livestock judging team to the state contest in Urbana recently, it was the first such team to represent the county for several years.

Emil knew that the folks back home would appreciate seeing their 4-H'ers in action. So he grabbed Assistant Extension Editor Bob Jarnagin out of the Editorial Office, took him out to the Beef Barn with a camera and got a picture of the kids and Dick Carlisle with a good looking Angus steer. The picture was run 3 columns wide on the first page of the Carmi Times.

Agricultural Events Calendar...

Also in this week's packet you'll find the Agricultural Events calendar for August and September. This calendar aims to include educational events from out over the state as well as those here on campus.

Because of space limitation, we've had to limit our listing to meetings covering more than one county. If you know of coming events that you think should be on the calendar, just pass your suggestions on to Harold Guither at 330 Mumford Hall.

We've noticed many county farm and home advisers setting up events calendars for their counties--an excellent idea.



Extension Editorial Office University of Illinois College of Agriculture

State Fair Exhibit...

John Behrens, extension visual aids specialist, reports that work is progressing rapidly on the College of Agriculture exhibit at the State Fair. The 30 by 90 foot tent, to be located just east of the Junior Building, will feature "New Frontiers" in research.

Grain Market Survey...

A postcard survey sent to newspapers, farm publications and radio and TV stations and to farm advisers who receive the weekly grain market summary has just been completed. Out of a possible 490, 88 replies were received, or about 18 percent.

Of those replying, 71 percent said they used the report. However, the survey also showed a higher percent of radio and TV stations using the report than newspapers.

Since only 24 daily newspapers covering Illinois replied to the survey, there is still a question about what the reminder of Illinois daily papers are doing with the report.

You can help to answer this question in two ways: If you see the grain marketing summary from the UI grain market--ing staff in your daily paper, just tear it out and send it to the Extension Editorial Office.

When you see the farm editor, ask him his reactions to the timeliness and content of the report. Then pass his comments on to us.

Your help in either of the above ways would be greatly appreciated by the Extension Editorial Office and the grain marketing staff.

Hats Off Department...

To the list of advisers who brought their editors to Agronomy Day, add Grundy County's M. E. Tascher. Clippins from the Morris Herald show that he made a real hit with the editor by extending a personal invitation and bringing him along for this event.

Also attending were representatives of the Peoria Journal-Star, Charleston Courier, Kankakee Journal, Bloomington Pantagraph, Champaign News-Gazette and Courier, and Moline Dispatch.

Mail Delays...

Boyd Lahr, Crawford county farm adviser, reports very erratic mail delivery of county extension news packets. We are sorry to hear this, although we have also had some reports of delayed mail delivery from some newspapers served by the extension news services.

As we told Boyd, we will continue to keep our mailings of news stories on our regular schedule. We'll hope the post office can get them to you just as regularly.

Traveling Exhibit For Counties...

The College of Agriculture traveling exhibit has been booked by counties through September. However, it will still be available during the fall and winter.

This exhibit shows how the teaching, research and extension programs of the College of Agriculture serve all of the people in the state.



Extension Editorial Office University of Illinois College of Agriculture

Reports On Grain Market Release...

One of the things that makes this work enjoyable is the cooperation we receive from you people in the counties.

Last week we asked you to let us know what use your daily newspapers were making of the weekly grain market report. By return mail we received letters from Farm Advisers Kemp, Knox County, and Haas, Brown County.

Arnold sent along a tear sheet from the Galesburg Register-Mail showing how that paper uses the grain market summary. He said he also used it on his regular radio program.

Art pointed out that the only paper in his county was a weekly and that the material was too long for that paper's use.

We sincerely appreciate the response you people give to requests of this kind. It helps us maintain editorial services that will be most helpful.

Incidentally, the grain market summary is not designed for use by weekly newspapers. It is sent from here only to daily newspapers and radio and television stations.

County Events Calendar...

A week or so ago we mentioned the increasing number of counties that are issuing county events calendars. The latest to come to our attention is a 4-H events calendar prepared by Mrs. Jeanne MacDuff, Marion County assistant home adviser.

Two Big Exhibits...

We know that all of you who attend the State Fair will want to visit the College of Agriculture's exhibit presentation called "New Frontiers In Agriculture."

This year we are making a rather extensive research study on audience reaction and response to these exhibits. If you have some free time and would like to lend a hand, we can certainly use your help in conducting some of the interviews which we have planned.

Coming up September 25 and 26 is another "Carnival of Knowledge" exhibit presentation as part of the Prairie Farmer Farm Progress Show. As you know, this show is being held this year near Farmer City.

Nearly all departments of the College of Agriculture will have exhibit presentations at this event.

Front Page 4-H...

From Helen Hackman in Pike County comes tear sheets from the Pike County Democrat Times showing the tremendous coverage given the girls' 4-H achievement show. In the July 17 issue, the front page featured two 3-column photographs and a top-headed story plus another picture and story. The July 24 issue had another 2-column picture on the front page.

8-1-57



Extension Editorial Office University of Illinois College of Agriculture

Press Packet for September...

We're just a bit proud of the fact that the packet of "special press-radio releases" for SEPTEMBER was in the mail to you last week--the first week in August.

We would be more proud if (1) we were sure you were using the releases and (2) had devised a handy filing system so that they would be available next year.

The September packet contains 33 timely advance stories ranging from soft corn to chimney care. That gives you more than 8 stories per week if you used them all.

Set for the Fair...

Since Monday, John Behrens and his crew from the visual aids shop has been in Springfield putting the finishing touches on the College of Agriculture exhibit presentations. Thursday afternoon radio editors Dave Phillips and Lorraine Weier head that way to set up shop for the direct radio broadcasts from the exhibit area. Both the home program and the farm program will be broadcast each day.

Friday morning Pat Close arrives on the scene to supervise the evaluation study we are making of the exhibit this year. Others of us will be there at various times during the week to assist with the study and help man the exhibits. We hope to see you there.

Wheat Germination Story...

In this week's packet you'll find a special story we've sent to weekly newspapers dealing with the problem of seed germination of this year's wheat crop. If your county farmers have been wondering about the seed germination of this year's crop, you'll want to check Specialist Scott's appraisal of the situation. The story will also go to daily papers and radio stations.

Cancel Brownstown Meeting...

For those of you in the Brownstown area, this lets you know that the Experiment Field Meeting scheduled for September 14 has been cancelled.

Another Cancellation...

Also not being held this year is the editorial contest for county extension advisers. Since we didn't find time to revise the procedures for the contest this year, we thought it best to let it take a "vacation" for one year.

Dispatch Covers Safety Day...

Farm Editor Cliff Lant of the Moline Daily Dispatch went all out in his farm page coverage of the DeKalb County Safety Field Day. Eleven action photographs were used on his full-page to stress safety problems.

8/8/57

It Says Here... NEWS for and about the Counties

Extension Editorial Office   University of Illinois   College of Agriculture

Newspaper Appreciation Week...

From the looks of our folder, this is "newspaper appreciation week." And we can't think of a better week to have.

From Pike County, Home Adviser Helen Hackman sends a tear sheet from the Pike County Democrat-Times which features a six-column picture of 56 county folks enjoying a tour of Washington D. C.

Piatt County Home Adviser Lorennie Berry is just as proud of the frontpage attention the Piatt County Journal gave to the 400 4-H Club members and their 4-H Fair.

And here's a graphic quotation from a note accompanying a batch of clippings from Wabash County's Venus Vaughn:

"Early in 1957 the Wabash County Youth Foundation started a project. Their job was to complete a youth barn by Fair time. The communication sources, radio and newspaper, got on the bandwagon and followed up closely and continually throughout the process of fund drive, material location, and construction. The enclosed pictures and stories will show the tremendous efforts they put into the construction of this barn. This is just a little hint that Wabash County is in Illinois too, and the Mt. Carmel Republican Register and radio station WVMC are not going to let the public forget the job that Extension and their coworkers are doing."

Though we may not have mentioned it often enough in the past, we are aware of the close working support the Republican Register and station WVMC give the Extension program.

Three-Way Cooperation...

The Cairo Evening Citizen gave full-page attention the other day to a project involving three-way cooperation and the good work of Farm Adviser Les Broom.

The project was a tour of the Dixon Springs Experiment Station by farmers and businessmen of the two counties. The tour was planned to show both groups the important work going on at the Station and to develop closer relationships between the men in town and the men on the farms.

Photo Workshop For Vo-Ag Teachers...

At the request of vocational agriculture teachers in Section 19, John Behrens and Jack Everly of our staff will conduct a photo workshop in Shelbyville next Tuesday, August 20. The workshop starts at 10:00 a.m. in the Shelbyville Vocational Agriculture Department.

Farm advisers and assistants in the area who would like to get some pointers on photography are invited to attend the workshop.

The Typewriter Slipped...

Last week we said here that the field meeting scheduled for the Brownstown area September 14 would not be held. Actually, the meeting had been scheduled for September 4. Anyway, it won't be held on either September 4 or September 14.

8-15-57



Extension Editorial Office University of Illinois College of Agriculture

Golden Asks His Farmers...

DeKalb County Farm Adviser Al Golden recently sent a questionnaire to 500 of his county farmers asking a variety of questions about the extension program in the county. He received 75 replies, although not all who replied answered every question. Here are some things he found out from those who did answer his questions:

54 out of 74 said they attended tours and demonstrations held by the Extension Service.

63 out of 64 said they were "sold" on the 4-H program.

68 out of 69 said they were satisfied with the work of the farm adviser and assistant.

73 out of 74 said they read the DeKalb County Farmer.

46 out of 75 said they listened to the regular farm program on Station WLBK.

65 out of 68 said they read the farm adviser's column in the newspaper.

58 out of 60 said they were "sold" on the work of the Agricultural Extension Service.

Wednesday was voted the best night of the week on which to hold meetings, with Monday and Thursday tied for second best.

The top five problems listed by the farmers were (1) marketing, (2) surpluses, (3) weeds, (4) fertilizers, and (5) soils.

Surveys of this kind are helpful. One must always ask, though, how another 75 farmers who did not return the questionnaire would have answered the questions.

8-22-57

Mosser Gets His Pen...

Next week White County Farm Adviser Emil Mosser can sign his mail with a new, modern, streamlined, ball-point pen--his award for top coverage of the summer farm advisers' conference. It goes in the mail today with the best wishes of Brunnemeyer, Coolidge, Gordon, Longmire, McKinzie, Murphy, Guither, Jarnagin, and Read.

Chicago 4-H Coverage...

Assistant Editor Bob Jarnagin and photographer John Woods will be in Chicago tonight (Wednesday) helping with coverage of the organization of the first Chicago 4-H Club.

This is part of a program of close cooperation with 4-H Specialist Lawrence Biever, who is in charge of the Chicago 4-H Club work.

Bob will have advance stories ready this afternoon, and the two fellows will take pictures this evening, process them immediately and send negatives to all of the key newspaper outlets in the city.

4-H Alumni Award Mat...

Last week, at the request of the National 4-H Committee, we sent a newspaper mat to Illinois weekly newspapers on our list asking for nominations for 1957-58 honors to outstanding 4-H alumni. The mat carried a nomination blank that could be clipped and filled in for the sender's convenience. We suggest that if you are interested you keep an eye on the weeklies in your county to see whether or not they print the mat.



Extension Editorial Office University of Illinois College of Agriculture

Opinions From Editors...

This week and during parts of September members of the editorial staff will be "in the field" calling on daily newspaper editors.

Our objective in this operation is to find out how this office can better serve the needs of the daily papers in the state. We are aware that the news service needs of newspapers change from year to year, and we are not always sure that our output satisfies these needs.

Bob Nemcik is in northern Illinois this week. Owen Glissendorf heads south Wednesday through Friday. Harold Guither, Bob Jarnagin and Marliene von Bose will hit the road during September.

When the visits are completed, we hope to compile a composite report covering the recommendations of editors.

May Likes Monthly Packets...

Veteran Farm Adviser Truman May of Madison County writes that he's all in favor of the monthly packet of special news releases for farm advisers. He enclosed tear sheets from his local newspaper to show how he was using the material.

Orin Hertz voted in favor of the packets but called our attention to the fact that the last packet had not been punched for easy filing in a looseleaf notebook. This was a slip-up in our production operation, since these packets are supposed to be punched.

State Fair Audience Analysis...

Graduate assistant Pat Close is now busy at work tabulating the data from our State Fair exhibit evaluation study.

As you know, the office conducted a three-part evaluation analysis of the State Fair exhibits.

Part 1 consisted of a survey of the composition of the audience visiting the exhibit tent. We wanted to find out who the people were, how old they were, whether they were farmers or non-farmers and where they came from.

Part 2 consisted of an appraisal of the audiences' reaction to the various exhibits in the presentation. This was obtained by asking selected visitors to indicate their choices for the top three exhibits.

Part 3 consisted of a stop-watch check of the amount of time that certain visitors spent at each exhibit as they went through the tent.

To supplement this study, we solicit your comments and observations about the exhibit presentations as you saw them at the Fair. Specifically, we would like to know whether you think (1) the College of Agriculture should have an exhibit at the Fair and whether it should be as extensive as the one this year, (2) the exhibit should be located where it was this year or some other place, and (3) the exhibit should be designed to explain research or to give farming and homemaking information.



Extension Editorial Office University of Illinois College of Agriculture

First Film Report Issued...

The first product of our new venture in motion-picture-making is introduced this week with the "FILM REPORT" on "The Ford County Story."

Each farm adviser will find in his packet this week this Film Report, which briefly outlines the content of the 8 1/2-minute color film on how Ford County organized its fight against brucellosis. Information is given in the report on when, where, and how to order a print of the film for use in the county, either for meetings or on television. Accompanying the report is a page of "Film Request Forms." When ordering prints of the film, please give us the information called for on this form.

The "Ford County Story" is the first of what we hope will be a continuing series of short motion picture films in color designed for both live audience and television viewing. For the most part, these films will deal with new research work in the College of Agriculture. In production now are films on chemical control of weeds, a new silo loader, and sheep production.

When a film is completed, we will send you complete information in the Film Report. These reports and the request forms will be punched for easy filing in a loose-leaf notebook. We urge you to keep these reports for future reference. Copies will also be sent to vocational agriculture instructors and television stations.

9/4/57

October News Packet Mailed...

By this time all farm advisers should have received the big, fat packet of special press-radio releases for October.

A number of you have written that you are making good use of these packets, and we hope you are. We also hope you are saving them for reference next year. After we have completed packets for the 12 months, we will send you additions and revisions each month, but we will NOT reissue the packets as such.

Continue Newspaper Visits...

Marliene von Bose left early this morning to complete her assignment of visits to daily newspapers in District III. Bob Nemcik completed his visits in District II last week. Owen Glissendorf has completed his swing through District IV. Bob Jarnagin and Harold Guither have scheduled themselves out next week to visit selected newspapers in Districts I and V respectively.

As we mentioned before, the purpose of these visits is to find out how the editorial office can improve its services to the daily newspapers of the state. Each editor will prepare a summary report, and these individual reports will be combined in a final report. We think you may be interested in having a copy when it is completed.

Quoted From Somewhere...

We picked up this quote from somewhere:

"It's what you learn after you know it all that counts."

It Says Here... NEWS for and about the Counties

Extension Editorial Office   University of Illinois   College of Agriculture

Next Question, Please...

From time to time during the past year we have received a number of questions from you dealing with radio and television. You have had questions concerning the ethics of sponsorship, best times for radio programs, satisfactory introductions and endings to radio programs, program format and so on.

We have said many times that when a farmer asks you a question you can be fairly sure that quite a few other farmers have the same question. This is probably true of questions about radio and television.

For this reason we thought it might be a good idea to set up an optional session during the Fall Conference where we could have a general bull-session discussion of radio and television problems. There would be no formal program, but we would just do our best to answer the questions you have about broadcasting and telecasting.

We submitted this suggestion to the Fall Conference program committee, and they have approved it. An optional session from 7:00 to 9:00 o'clock Thursday evening, October 3, has been set aside for anyone who would like to participate.

It would help us if some of you would send us your questions in advance so that we can get our own thinking lined up.

9/12/57

How Does The Outlook Look...

We certainly hope that those of you who are holding livestock outlook meetings are taking advantage of the "Livestock Outlook News" prepared by the Department of Agricultural Economics. In addition to giving copies to farmers who attend your meetings, you will probably want to consider sending copies to all of your press-radio-television outlets in the county.

It would be a good idea to send these media outlets copies of the "Livestock Outlook News" in advance of the meeting, explaining that they can use it for basic coverage of the meeting itself but that much important information will come out of the meeting that is not included in the "News."

State Fair Exhibit Suggestions...

Here is a letter from Charlie Glover in response to our request for comments regarding the College of Agriculture exhibit at the State Fair.

Charlie says: "I think the College of Agriculture should have an exhibit at the Illinois State Fair. It should be located on the grounds in a location where a large number of people might see it.

"If the expense of the exhibit comes out of funds for Extension, I think the exhibits should be made up to bring information on farm and homemaking. Some research could be included."



Extension Editorial Office University of Illinois College of Agriculture

Action Plus Promotion On WADAM...

If you haven't opened your Weigh-A-Day-A-Month action-promotion packet yet, for gosh sakes don't leave it lying there on your desk. It's been a long time since we've been more excited about an extension package than we are about this job turned out by Jon Greeneisen, Jerry Cash, Leo Fryman, and Ralph Johnson.

From the standpoint of adviser-specialist-editor teamwork, the proposed WADAM project has about everything. Here's a package of materials geared to your needs for your use whenever you are ready to launch the program in your county. The packet has about everything--a plan for action, a plan for promotion, suggested news stories, radio spots, radio tapes, slide films, leaflets, posters, and "sales" letters. That just about covers the area.

The main editorial liaison man on this project has been Jon Greeneisen, whose editorial work has been made possible through a special cooperative project supported by Dr. Glenn Salisbury's department of dairy science. In addition to this packet of materials for your exclusive use in the counties, Jon will be maintaining a constant flow of statewide information about WADAM.

Bob Wack Likes State Fair Exhibit...

From Stephenson County comes Bob Wack's enthusiastic vote of approval for continuing the State Fair Exhibit. He says it should be made bigger and better, located near the Junior Show, and include both extension and research.

Photo Critique Session...

Last week we mentioned that arrangements had been made for a question-and-answer session on county radio and television problems Thursday evening during Fall Conference. It would help if you could send us some of your questions in advance so that we could do more and better thinking.

It also occurred to us that some of you might not have radio or television questions but would hate to spend Thursday evening just doing nothing. If that's the case, we are arranging for another room where we can hold a photo critique session on any black and white or 35 mm. color photos you might wish to bring with you.

This also will be an optional and unofficial part of the program. We'll simply have a slide projector, opaque projector, and opinions ready Thursday evening if you want to bring your pictures in for comments and criticisms. It would help if you would mount your black and white pictures. The sessions will be held in Rooms 127 and 128 Mumford Hall starting at 7:00.

How To Increase Soil Testing...

Farm Adviser Arnold Kemp and Assistant Don Teel have found a simple way to increase the flow of soil samples into the testing laboratory. How? By preparing a complete pictorial feature story on soil testing and the work of the lab for the Knox County Farm Bureau Bulletin. Kemp reports that the article brought results, as evidenced by the flow of samples into the lab.

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

Home Ec Communications Workshop...

The Communications Workshop for Home Economics Leaders is in full swing on the campus this week. Deans, department heads, and home economists from industry are all represented. Total enrollment is 21. This is one of four regional workshops for home economists sponsored by the National Project in Agricultural Communications.

Hadley Read, Jessie Heathman, John Behrens, and Ernest Anderson, from your state extension staff are playing host and helping with the program.

Newspaper Visits...

Visits to at least 45 daily newspapers over the state have been completed by members of the extension editor's staff. Summary reports are now the process of being written. We'll send you more information about these visits as soon as possible.

Soil Productivity Guides Coming...

Some of you probably saw the feature in PRAIRIE FARMER (Sept. 21 issue) about how Illinois farmers could determine the yields they could expect on their soils.

This feature was intended to coincide with the mailing of Agronomy Fact sheets giving more detail on this subject. But a heavy load of work in the print shop has delayed the fact sheets. They should be in your office sometime in October.

We'll be sending some news stories on this too. Lloyd McKenzie, extension soils man, will give more explanation at fall conference.

Kemp Fills Farm Page...

A. R. Kemp, Knox county farm adviser, sends us the farm page from the Friday, the 13th, Galesburg Register-Mail. It carries five features and news items about extension activities in that area--the Kewanee experiment field meeting, the county soybean test plot, plans for the outlook meeting, farm management tours, and the dairy tour.

Don Teel, assistant farm adviser, and Darl Fike, Henry county adviser, also helped contribute to this lineup of stories.

This is one example--and the visiting editors found many more--showing that county extension activities have news value and daily papers are glad to cooperate in carrying these news and feature items.

Cornpicker Safety Film Out...

This Wednesday (September 25) we sent a $2\frac{1}{2}$-minute film on cornpicker safety to 14 Illinois TV stations. Ag engineer George Pickard tells how to get a picker ready for safe harvest.

The film includes a script as well as sound-on-film so that a station announcer can narrate the film or it can be used with our narration.

The film is addressed to public service directors. If you have a show, you could find out when the station might use the film and promote it some. In any case, we would like very much to have you report to us if you see the film on any station. It would help us know whether stations can use this kind of service.

9/26/57

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

Can We Help Answer Your Questions?...

This letter must be written before we know how successful or unsuccessful the question-and-answer sessions on Thursday evening will be.

We feel sure, though, that some of you have good, solid questions about various phases of information work in your counties. We also think some good could come from sharing and exchanging views on possible answers to these questions.

With this thought in mind, we are dedicating the remaining space in this weekly letter for your use in jotting down questions you have regarding information work.

Question 1: ____________________

Question 2: ____________________

Question 3: ____________________

Question 4: ____________________

Question 5: ____________________

Question 6: ____________________

Question 7: ____________________

Question 8: ____________________

Return to Extension Editorial Office, 330 Mumford Hall, Urbana, Illinois

10-3-57



Extension Editorial Office   University of Illinois   College of Agriculture

Local Interest in Les's Column...

Perry county farm adviser Les Rogers has a weekly column in the DuQuoin Call, daily newspaper that attracts much interest all over the county. And the Call does an excellent job of farm news coverage. The paper hasn't stopped with just one farm page--it has two. And both are packed with local, state and national news of interest to farmers.

In its prominent spot we couldn't miss seeing "Rogers Ramblings" that Les prepares each week. We and the county farmers like this column approach to adult education especially well, because Les ties in good farm practices with local farmers. He says he tries not to talk about the very best farmers but, rather, wants to bring out the good practices that the average farmer is doing in his county. He thinks that system will encourage more to try to follow their example than if he writes about the richest farmers in Perry county.

Such timely items as fertilizers for wheat, pasture seeding and soil testing along with the local tie-ins make this a high-interest column.

Special Edition Spurs Action...

Farm Adviser Boyd Lahr reports more than twice as many Crawford county soil tests during September as in September last year. Favorable weather certainly played a big role, but Boyd also likes to think that his special newspaper edition on soil improvement, issued last May 3, had something to do with the increased interest.

25 Attend Special Session...

About 25 farm and home advisers and assistants met to discuss problems of radio, television and photography with members of the extension editorial staff on Thursday evening of last week's fall conference. Some of the things we talked about were an explanation of our office TV service, visuals for TV programs, pros and cons of teleprompters, interviewing techniques on both radio and TV, desirable program material, best times for broadcast, communications equipment needed in counties and photographic techniques and use of equipment.

One result of the two-hour question-and-answer session was a request for a sheet on how to conduct an interesting interview. Dave Phillips has agreed to prepared his suggestions soon and send them to all county offices. Those attending the session expressed a desire for more of the same.

Plug for Cecil Tendick...

From Scott county farm adviser Dale Hewitt come a couple of tear sheets from the Jacksonville Journal Courier. They are full of area and state farm information.

Dale says, "As you can see, the counties in the Jacksonville area receive excellent coverage.... I can truthfully say that during the past year the Journal Courier has accepted and printed all the news that I have been able to send it." This bouquet goes to Cecil Tendick, farm editor of the Journal Courier, who does an outstanding job of farm coverage.



xtension Editorial Office   University of Illinois   College of Agriculture

ravel Down "Cheese-Way Blvd."...

Within a few days home advisers will ach receive 50 copies of a new "flyer" n cheese varieties entitled, "Cheese-ay Boulevard." Farm advisers will get ingle copies. It is designed for use y homemakers as an informative "road ap" to the selection and use of cheeses.

We wish that every Illinois homemaker ould have a copy of this leaflet but, ince that's impossible, we'll settle or reaching some of the more influen-ial consumer leaders.

We can't do this directly from this of-ice, so you can help us get well-alanced distribution by providing copies o women's clubs, home bureaus and other omen's groups in your county that you hink might be interested.

We might add that we are also sending he flyer to home economics instructors, ass media, libraries, 4-H girls' club eaders and a few others.

If you need extra copies--or further nformation--let us know. Also, if any f the groups want extra copies, we'll ry to supply them as long as they last.

ovember "Specials" Enclosed...

The packet of special November stories or the exclusive use of farm advisers s in your envelope this week. And again here is a choice array of items for you o choose from. How many of your farmers now how to figure the cost of a dozen ggs, the protein requirement for early-eaned pigs, the exact value of artificial ights in the laying house and how to get airy calves off to a good start?

Well, We Tried Anyway...

A couple of weeks ago we suggested the possibility that some of you might have some questions about information work in your respective counties. We even left space for you to jot down the questions.

On the basis of response so far, we are forced to conclude that (1) you do not have any questions about information work or (2) you don't think we know the answers anyway. On something like this, we feel better when we cling to the old adage, "Nothing ventured, nothing won." And we are still willing to venture.

There Was One Question...

We did receive one question. It was this: "Where are the kits for home economics displays you promised a year or so ago when you sold the pegboard kits?"

The answer: When only three or four home advisers ordered the exhibit kits, we found it impossible to produce display material on such a limited basis. We announced that in this letter at that time. Now, there are several alternatives:

1. If those of you who purchased kits do not feel that they are worth the money you paid, you can return them and get your money back.
2. We are willing to offer the kits again to home advisers, and if enough order them, we can establish the service of offering display materials. We will make this offer officially within the next week or so.

If you have other suggestions, let us have them.

10/17/57



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4-H Achievement Day...

Annual 4-H Achievement Day in your county provides one of your best chances every year to talk and write about 4-H Club work. We hope that you all hop on the band wagon and toot the horns for your young people. Most of them work hard and deserve all the good things you can say about them. You'll find a set of fill-in stories in this week's packet that might give you that first idea you need to get a good story written about your county recognition activities. And don't forget that every county has somewhere in its files a copy of the Illinois 4-H mat catalog that will provide some illustrations you might need. Just pick out the mats you need and send us an order. We'll get them to you as soon as possible.

Many times a tip to the local paper will bring a reporter and photographer to the Achievement Day program for the best coverage we could ask for. Radio stations, too, will want coverage.

Rural Development in Print...

From Assistant Adviser Stan Ceglinski in Pulaski-Alexander counties comes a tear sheet from the Cairo Citizen showing the county extension advisory committee touring a couple of cooperating farms in the rural development program. Two good pictures and a complete roundup story surely help to tell the extension story to the people who live in that area. Victor Honey of the Citizen staff is a good cooperator with the extension workers in the two counties.

More About 4-H...

And from Marion County Home Adviser Marie Brite come tear sheets from the Centralia Sentinel and Salem Times Commoner that tell all about the county home economics club winners this summer. Two four-column pictures showed the 4-H girls who were to model at State Fair and exhibit their projects.

Both papers give Marie's program excellent publicity, she says, and are very cooperative. Sometimes the Sentinel sends a photographer over for pictures and the Times Commoner will always send a photographer down if called far enough in advance.

Correction, Please...

Rural Sociologist David E. Lindstrom tells us that a correction needs to be made on one of his Timely Paragraphs for November. In the item on the second page regarding school laws, the valuation figure in the last sentence should read $6,000,000 rather than $16,000,000.

Another Film Report...

In your packets this week you'll also find the second of our new Film Report series to give you information about available College of Agriculture motion pictures, slides and film strips. This one covers the "Weigh-A-Day-A-Month" film strip with tape recording for sound. Please note that you should order this strip from Dairy Science Extension, 336 Animal Sciences Laboratory, Urbana.

10-24-57



Extension Editorial Office University of Illinois College of Agriculture

Cooperation From Newspapers...

One of the things that makes this job interesting is seeing the continuous cooperation that Illinois newspapers give to the agricultural extension program.

Latest to come to our attention is the Stephenson Farmer, and the issue we saw featured three stories from Farm Adviser Bob Wack on the front page. There were other stories inside the paper. These stories presented a fairly accurate picture of the varied activities of a county farm adviser. There was information on ASC requirements, cutting cornpicker loses, a coming soil clinic, killing box elder bugs, and farm leases.

Chuck Federman recently sent us some tear sheets from the Sterling Gazette with this revealing statement: "The Sterling Gazette uses extension and we use it. Helps everyone." The Gazette features an attractive "farm news section" that may run from two to four pages. Top custodian of these pages is Farm Editor Tom Unzicker.

Worth Looking At...

For excellent reports on county extension work, take a look at page 28 of the November Capper's Farmer. The story headed "They Put Research To Work" features Shelby County Farm Adviser Glen Sons and the Brownstown Experiment Station.

On the same page is the story about Shelby County soils and crops test field with the credit that "the idea was sparked by Farm Adviser Glen Sons and Vo-Ag Teacher Kenneth Diehl."

Would You Be Interested?...

From time to time we have considered some special services for you people in the counties. We are never quite sure whether you feel a need for them or would be interested in them. The only way we will every know is to ask you.

Item 1: Would you be interested in having us prepare audio-visual scripts for a series of television programs that you might produce in your county? We have in mind the preparation of a series of 52 television scripts. These scripts would outline the subject matter, suggest visuals, and suggest the presentation arrangement. The scripts would be for a 15-minute show but could be adapted for shorter or longer presentations.

Item 2: Would you be interested in having us prepare a catalog of suggested audio visual, photographic, and radio recording equipment? We have in mind putting down on paper our suggestions for the various kinds of communications equipment and supplies that you may have occasion to purchase in the future. We would briefly describe the equipment, compare it with other makes and models, and give you information on where it can be purchased.

If enough of you think that either of these services would be of value, we will try to get the job done within the next six months.

10/31/57



Extension Editorial Office University of Illinois College of Agriculture

Batting Average .0001...

So far the office batting average is .0001 when it comes to interesting you in the new services which we suggested in last week's letter.

Piatt County Lorennie Berry dropped us a card saying that she would be interested in having a catalog of suggested communication equipment. This, as you recall, was Item 2 of two items which we indicated we might be able to prepare if there was enough interest in them.

The Interests of Farmers...

Warren County Farm Adviser Stanley Sims recently surveyed a portion of his farm audience to determine levels of interest in farming information.

Those who returned his questionnaire indicated top preference for more information on the economic outlook, better farm planning and management, and soil management.

Wicklein Plans Survey...

Andy Wicklein in Will County tells us that he and his staff are also planning a survey study of farm family interest in the county extension program. Andy is especially interested in whether or not his farm cooperators read the local news in the newspaper, whether they read his weekly column, whether they would be interested in a radio program, and whether they attend extension meetings. We've asked Andy to give us a copy of his summary when it is completed.

11/7/57

Plan Summary of Newspaper Visits...

Last night the staff of this office completed a series of discussions on our recent visits to 45 daily newspapers in the state. We hope to have a finished report ready within the next couple of weeks. We will send copies to you and to all daily newspapers.

The visits confirmed our long-standing belief that farm and home advisers play an extremely important role as the most important local source of farm and home news. The newspaper editors seemed to sincerely appreciate the kind of services they were receiving from you people in the counties. They would like to have more local information, especially more pictures. Some of them indicated that you could improve your technique as column writers. They would like to have you use more local news and more local names in your columns and less rewrite of our material.

Editors indicated that they appreciated being kept informed on agricultural events in the county. There will be more information in the final report.

Opportunities in Agr. Journalism...

Our mail during the past several months has contained an increasing number of inquiries concerning possible available candidates for agricultural editorial positions. These inquiries are coming from advertising agencies, farm publications, government agencies, businesses and industries.

Our normal reply has been that we are unable to suggest a candidate for the position outlined.



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We Spoke Too Soon...

Last week we spoke too soon in mentioning your evident lack of interest in the possible service of television scripts and audio-visual catalog equipment.

This week expressions of interest have dropped in from Betty Price, Dallas Lee, Dorothy Osborn, Glen Sons, Stanley Ceglinski, Orin Hertz, Vic Jacobs, Florine McConachie, Paul Wilson, and Ray Nicholas.

We certainly don't want to belabor this point, but this is one time when we are stubbornly clinging to the proposition that there must be an expression of interest from at least 50 percent of the advisers before we start a new service designed to help them.

In case some of you missed the offer, it was included in the October 31 issue of this letter two weeks ago.

Special December Packet...

The December packet of special press-radio releases for the exclusive use of farm advisers should be in your hands now.

This packet contains 35 stories from 9 departments. The releases cover such subjects as watering livestock in winter, feeding ground corncobs, feeding roughage to dairy cattle, winter woodland management, and care of the hunting dog.
11/14/57

Myers Illustrates...

A sketch of a worried farmer highlights one of Warren Myers' recent circular letters posing the question: "What am I going to do with my wet corn?" The letter announces plans for a corn-drying meeting scheduled for the county.

This gives us a good excuse to mention again our feeling that illustrated circular letters offer one of the best ways to communicate with your clients.

Register-Mail Features 4-H...

We're indebted to Farm Adviser Arnold Kemp for sending us a copy of a special 8-page section of the Galesburg Register-Mail saluting 4-H Club work. Seldom have we seen a more attractive example of all-out support of an extension activity by a daily newspaper. We can think of no organization, youth or adult, that can come even close to 4-H in high-level public relations on all fronts. This is a reputation that should not be taken lightly.

The 8-page section featured no less than 71 pictures of 4-H members, their leaders, and their activities.

Festival Plans Shape Up...

Before too long, all of you will be receiving the opening promotion materials for the 1958 Farm and Home Festival. The dates, as you know, are March 27, 28, and 29.



Extension Editorial Office University of Illinois College of Agriculture

Communications--Other Lands...

The office this week is host to a team of outstanding press and radio editors from Brazil, Japan, and Ceylon. The team is here for a joint seminar on the theory of communications and the communications process. All discussion must be translated into two languages, and this in itself poses countless problems in communications.

During one of the sessions, this inevitable question was raised: Of all the media of mass communications, which is the best? The question was raised by a newspaper editor, so he would have liked us to answer that newspapers are the best single medium of mass communications.

As best we could, we pointed out that the question "Which is best?" simply can't be answered. The best medium to use depends upon many factors: (1) the kind of message you are trying to get across, (2) the timeliness of the subject, (3) the amount of money there is to spend.

If the message is simple and must be sent in a hurry, then radio is probably the best medium. If the message is more detailed, newspapers are best.

Club Congress Coverage...

Again this year we will cover the Illinois delegation to the National 4-H Club Congress. Pictures and stories will be sent to the home towns of each of the delegates. Harold Guither and Marliene von Bose will be doing the work. Bob Jarnagin is on the official Press-Radio-TV Committee for the Congress.

Speaking Of 4-H Coverage...

Welcome newspaper tear sheets came in this week from Floyd Smith, Marion County; Ray Grace, Boone County; Jon Ellis, Marshall-Putnam Counties; William Whiteside, Cook County; Andy Wicklein, Will County; and Phil Farris, Vermilion County.

They all show the excellent coverage that newspapers are giving to 4-H work in the counties. They also show the kind of close working relationships county extension people have with local press and radio.

All this makes our work more interesting and enjoyable.

Plan Of Work For '58...

A two-hour staff session is planned this afternoon to review tentative projects for the 1958 plan of work for the editorial office. It will be another week or two before the final plan is written. If any of you want to toss out a suggestion, please do so. We consider you our most important client.

Research Committee Meets...

The newly established North Central Advisory Committee for Communications Research will hold its first meeting in Chicago Friday. It is hoped that the work of this committee will lead to at least one or a series of regional research projects. This office is represented on the committee.



Extension Editorial Office University of Illinois College of Agriculture

"Visuals and You"...

Many of you remember Don Schild. He was our first visual aids specialist and organized our first visual aids program. Two years ago Don was named visual aids program leader for the Federal Extension Service in Washington. Since then he has traveled in more than half of the states putting on highly interesting and entertaining shows on the effective use of audio-visual aids.

We thought it was time for Don to pay us a visit to share with us some of the things he has learned in his travels. At the same time, we have asked him to present his program on visual aids for all of you in the counties who may be able to attend and for members of the state staff of the College.

Don will present his two-hour show, "Visuals and You," Thursday afternoon, December 12, from 3:00 to 5:00 in Bevier Hall Auditorium. The repeat performance will be from 9:00 to 11:00 Friday morning, December 13, also in Bevier Hall. He's bringing with him more than 1500 pounds of presentation equipment and materials, so you can bet it will be "something to see."

If you have been looking for an excuse to get to the campus in December, this would be a good one. The date again is December 12 or 13. If you come on Friday, you may want to stay for the College of Agriculture faculty meeting at 4:00, which will be held in our newly remodeled visual aids building.

More Tributes to Papers...

Here are this week's nominations for "best newspaper in Illinois" when it comes to 4-H coverage and extension cooperation.

The Quincy Herald-Whig, nominated by Adams County Assistant Farm Adviser Sam Peak.

The Sterling Gazette, nominated by Whiteside County Assistant Farm Adviser Fred Tincher.

The Carmi Times, nominated by White County Farm Adviser Emil Mosser.

The Galesburg Register-Mail, nominated by Knox County Farm Adviser Arnold Kemp.

We are glad that we don't have to be the judge of which is best, because we think they are all mighty good. And we are telling them so.

What Are You Doing?...

What are you doing Saturday afternoons at 5 o'clock? If the answer is "nothing much," why not make it a regular practice to tune in Channel 3, WCIA, for a look at "What Am I Doing?" As you may know, this is the College of Agriculture's TV panel show, resumed this fall after a summer rest. You can also do the College a favor by informing your town and country clientele about the program. Its purpose is to let the people know what the College is doing, especially in the field of research.

It would help us, too, if you would let us know what you think of the show--good or bad.

11/27/57



Extension Editorial Office University of Illinois College of Agriculture

Club Congress Coverage...

Late Monday night the editorial team of Marliene von Bose and Harold Guither wrapped up a home-town coverage package of our 4-H Club Congress delegates.

Home-town pictures and stories were mailed to 43 daily newspapers, Prairie Farmer and the IAA Record. The job started with picture shooting Sunday morning. The pictures were processed by a firm in Chicago Monday while the team wrote stories and cutlines, and the complete job was finished Monday night.

Speaking of 4-H coverage, add the Cairo Evening Citizen, DuQuoin Evening Call, Perry County Advocate and Stephenson Farmer to your list of papers deserving commendation for excellent 4-H coverage.

Radio Interview Pointers On Way...

We are enclosing the sheet of tips on radio interviewing that many of you have been anxiously awaiting. We hope it was worth waiting for and that you'll use it to start a file on techniques in communications. Send your suggestions for additions to such a file.

Somers Tries Stenofax...

Lee County Jim Somers is getting some experience in the use of Stenofax stencils, which permit him to use photographs with his circular letters. Jim says his first attempts have not been too successful, but he believes they can get the bugs worked out of the system before too long.

Translations of Degobbledegooker...

Some wise guy says that the following translations should be used for phrases that qualify as degobbledegooker:

"SUBJECT IS UNDER CONSIDERATION" -- Never heard of it; can't remember anything about it.

"...UNDER ACTIVE CONSIDERATION" -- We're frantically searching our files, looking for it.

"YOU WILL BE ADVISED" -- It's not important; we'll forget about it if you will.

"GIVE US THE BENEFIT OF YOUR THINKING AND EXPERIENCE..." -- We'll go along with your ideas if they don't clash with our own.

"DON'T HESITATE TO CALL ON ME" -- Come within 10 yards of this office and I'll shoot you!

Festival Publicity...

The Information and Publicity Committee for Farm and Home Festival is hard at work on a master plan that we hope will bring 50,000 people to the campus for this event.

As we have mentioned before, most dependence will be placed upon county extension personnel to acquaint the public with the Festival. If we can get 500 people to attend from every county, we will have our 50,000 attendance.

12/4/57



Extension Editorial Office University of Illinois College of Agriculture

Packet For January...

There are enough stories in the January packet of special press-radio releases to supply your editors with six local adaptations per week for four weeks. If your arithmetic is like mine, the total is 37 stories, There are 3 from agronomy, 8 from agricultural engineering, 9 from animal science, 5 from dairy, 4 from forestry, 1 from horticulture, 3 from safety, and 4 from veterinary medicine. And if you tell us that you don't have anything to write about for your general press services, we are going to get out of this business.

Tammeus Broadcasts From India...

Within a few weeks, we hope to receive a series of special radio tape recordings from former Farm Adviser Bill Tammeus, who is now doing extension work in India.

Bill has submitted a number of tapes to the Delhi office and, if that office approves, the tapes will be sent to us for dubbing and distribution to stations in the state.

Four-Leaf Clover To Sentinel...

This week's special green-gold 4-leaf clover for 4-H coverage goes to the Woodstock Daily Sentinel. The citation reads "For the front page treatment given recent 4-H and FFA activities in McHenry County."

12-12-57

Plans For 1958...

Today we submitted our 1958 editorial office plan of work. In preparing this report, we attempted to fit our plans into the framework of a changing agriculture. We pointed out that many consider agriculture to be going through a "revolution."

Some of the characteristics of this revolution are:

1. A trend toward fewer and larger farms in Illinois.
2. The need for more farmers to find off-the farm employment on a full-time or part-time basis.
3. The rural movement of urban populations.
4. Continued increased mechanization and specialization of agriculture, with resulting high fixed costs of production.
5. A trend toward vertical integration of agriculture, which alters the decision-making characteristics of farm operation.
6. The increasingly important role of federal farm legislation, resulting in an increased complexity of choices facing the farmer.
7. The growing demand for more and better consumer information, especially from urban people.
8. An increased emphasis upon 4-H Club work in urban centers.

Our report states that, as the Extension Service adjusts its program to meet the changing needs of agriculture, so will the agricultural communications services be adjusted to meet the needs.



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MERRY

CHRISTMAS

AND

HAPPY

NEW YEAR

MERRY

CHRISTMAS

AND

HAPPY

NEW YEAR

It Says Here... NEWS for and about the Counties

Extension Editorial Office   University of Illinois   College of Agriculture

Report From Editors...

In this week's packet, each farm adviser and home adviser will find a summary report of our visits this fall to 45 daily newspapers in this state. We think you'll be interested in taking a look at "What Illinois Daily Newspaper Editors Say About Farm News."

During our visits, we asked editors about: (1) farm news in general, (2) the editorial services of the College of Agriculture, and (3) local farm news.

We found that most editors look to the farm adviser as their primary source of farm news. And they think he is doing a good job. At the same time, a number of them suggested that advisers could benefit from more training in news writing, column writing, and photography.

As a result of these visits, we plan a number of changes in our editorial services from the College of Agriculture. Among other things, we will make less use of release dates for daily newspapers. Release dates will be used when the same story or article is sent to both weekly and daily papers. We will make less use of the "you" approach. We will supply more photographs for use with Fairchild engraving equipment. We will consider a new "teen-agers" column, and we will continue the special packet of student-written stories in the Spring.

The big gain from these visits was getting to know the editors better. One of our resolutions for 1958 is to complete our visits with the other daily newspapers in the state and to include as many weekly newspapers as we can.

12/26/57

Visuals and You...

More than 125 state and county staff members of the College of Agriculture attended one of the sessions, "Visuals and You," conducted last Thursday and Friday by Don Schild. Don, as you know, is on the staff of the Federal Extension Service in Washington. For two hours each day, he kept the group intensely interested in his "Show of Shows." A number of people who attended asked whether or not it would be possible for Don to appear at next year's Fall Conference. We will pass this suggestion on to the program committee.

Garvin Confers on WDAM...

On Monday, January 6, Glen Garvin and his associate will meet with the staff of the editorial office to work out the details on a Weigh-A-Day-A-Month promotion campaign.

The Stark County Extension staff has decided to go all out in the drive to interest the county's dairy farmers in this simple record-keeping system. At the meeting January 6, we will give full attention to all phases of information and promotion.

If any of you have been considering a similar campaign in your county, feel free to set in on the conference. It gets under way at 10:00 a.m.

One Resolution...

We are making only one New Year's resolution this year. That is to "do better next year keeping the resolutions we made last year than we did this year."



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1958 Photographic Contest...

There's nothing like starting the new year with a flash. And that's what Photo Editor Jack Everly is proposing with the "Extension in Action" photographic contest.

You'll find the complete details in this week's packet. These are the highlights:

1. Each adviser or assistant is eligible to enter the photo contest each month.
2. Entries must be postmarked not later than the 5th of each month, with monthly winners announced on or about the 15th.
3. The "photographer of the month" will be named each month, with a runner-up and one or more honorable mentions.
4. Prizes will be awarded each month.
5. At the end of the year, the highest scoring photographer during the 12-month period will be selected as the "photographer of the year."

If you have any questions after reading the information in the packet, write to Jack, Room 330 Mumford Hall.

Special Soil Bank Bid Information...

Also in this week's packet for farm advisers is some special information on land use. This information should be helpful in advising farmers on factors to consider in making soil bank land bids.

Farm and Home Festival...

Be on the lookout for a special "Progress Report" on the Farm and Home Festival. This report is being sent in a special mailing. It will bring you up to date on important Festival plans.

Say Cheese...

Bob Nemcik, of our staff, reports that the brief leaflet, "Cheese-Way Boulevard" is getting rave reviews by dairy and education leaders in Illinois and throughout the U. S. It was produced with Dr. S. L. Tuckey of dairy technology under the milk information project that Bob is in charge of.

Here's a sample of some of the comments Bob has received: "This is an extremely 'eye-catching' pamphlet and contains answers to questions on cheese we are constantly being asked."--E. W. Gaumitz, National Cheese Institute. "We have seen your excellent pamphlet, 'Cheese-Way Boulevard,' and would like to have 500 of them for distribution to school children and others who write to us with questions about cheese."--Knowles L. Pittman, Kraft Foods Company.

"The 'Cheese-Way Boulevard' is an excellent pamphlet...I believe our 4-H girls could learn many uses for cheese from it."--Mrs. Robert Provines, 4-H leader, Lakewood. "I have been enjoying the leaflet I received from your department titled, 'Cheese-Way Boulevard.' I have been wishing for just this information for a long time. I have a large adult class each winter and we have often talked about differences in cheeses."--Mrs. Arlene Rhinehart, home economics instructor, Kirkwood.



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F&H Festival Pix...

Enclosed in this week's special packet to farm advisers is a picture of Dean Louis B. Howard showing President Henry a rough layout of the south campus as it will look during the Farm and Home Festival. This picture is for your use in promoting the Festival in your county. You may be able to have it printed in daily or weekly newspapers and use the same cut for your county publication. Then, you may be able to post this picture with a suitable caption on your office bulletin board. We need your active interest and help in letting farm people know about the Farm and Home Festival.

Information By Radio...

At least two-thirds of the counties of the state are within good reception range of Station WILL.

As most of you know, the College of Agriculture has two daily programs, on WILL. The first is the homemakers' program, "For You At Home," from 9:00 to 9:30 every morning. The second is the Illinois Farm Hour, from 12:15 to 12:50 every day.

The schedule of topics for the homemakers' program is included in this week's packet for home advisers, and the schedule of farm topics from the Farm Hour is included in the packet for farm advisers. Of the 40 or so topics scheduled for each program each month, some may be of particular interest to you. You may want to check the schedules and select those topics that may answer current questions in your county.

Entry Forms For Photo Contest...

Also enclosed in the packet this week is another sheet of entry forms for the photo contest. Clip and attach an entry form to every photo that you submit for scoring by the judges.

Garvin Plans WADAM Promotion...

Glen Garvin and Wayne Hoelscher, Stark County, met with the editorial staff here Monday to chart an ambitious promotion program for their county's Weigh-A-Day-A-Month campaign. We will give you the details of this campaign next week.

Festival Design Designed...

After much scratching of graphite and dozens of erasures, the art section of the Editorial Office has come up with a design motif to be used for the promotion of the 1958 Farm and Home Festival. With the Festival theme, "The wonder worlds of farm and home progress," the design integrates ideas symbolic of worlds, agriculture, festival, home, and people. The composition graphically expresses crowds of people (you and your friends) hurrying toward the Festival. You'll be seeing the design on the promotion brochure, poster, envelope stuffer and other materials.

Sarbaugh Summarizes Study...

Larry Sarbaugh, formerly on the staff and now with the USDA Office of Information, was here last week. Larry was summarizing the results of a research study on the impact of a promotion campaign on soil testing in Bond County.

ENTRY FORM
"Extension In Action" Photo Contest

Name________________County__________

Address______________________________

Title of Clipping or Exhibit Photo___

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Date Used_____Publication or Place______________

Camera Used__________________________

ENTRY FORM
"Extension In Action" Photo Contest

Name________________County__________

Address______________________________

Title of Clipping or Exhibit Photo___

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Date Used_____Publication or Place______________

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"Extension In Action" Photo Contest

Name________________County__________

Address______________________________

Title of Clipping or Exhibit Photo___

____

Date Used_____Publication or Place______________

Camera Used__________________________

ENTRY FORM
"Extension In Action" Photo Contest

Name________________County__________

Address______________________________

Title of Clipping or Exhibit Photo___

____

Date Used_____Publication or Place______________

Camera Used__________________________



Extension Editorial Office   University of Illinois   College of Agriculture

Local Festival Promotion...

Much of the success of Farm and Home Festival will depend on how well it is promoted locally. To help you--both farm and home advisers--do a better job of local promotion, we would like you to do the following:

1. Drop into our office any time between now and the Festival so that we can take promotion shots of you to take back to your county papers.
2. You'll be getting the promotion packet for the Festival within a week. We hope you can make good use of it.

The promtoion packet will carry suggestions for organizing "Operation Caravan." Up in Whiteside County, Home Adviser Marjorie Ewers hasn't waited for the packet to organize her own "Operation Caravan." In a telephone call last week, Marjorie explained that she was hoping to get as many home bureau members as possible to attend the Festival, and at least one bus load will stay over night in order to attend the Town and Country Talent Show.

We hope to have copies of the Festival brochure off the press before the end of the month, and you will be getting copies as soon as the ink is dry.

WADAM In Stark County...

Last week we mentioned that Glen Garvin and Wayne Hoelscher, Stark County, met with us to outline a promotion campaign for the Weigh-A-Day-A-Month program.

March 15 is the target date for dairymen in the county to be registered in the program and to make their first weighing of milk.

Here's the action and promotion calendar that Glen plans to follow:

Jan. 13-24 - Get facts and figures on the dairy situation. Contact leaders in the county.

Jan. 27 - Hold meeting for the agricultural leaders and township leaders to (1) explain county situation, (2) explain WADAM, and (3) give plan of action. The meeting will be held Thursday night, January 30.

Feb. 3 - 1st week of promotion.
Feb. 10 - 2nd week of promotion.
Feb. 17 - 3rd week of promotion.
Feb. 24 - Enrollment meeting to be held Tuesday afternoon, Feb. 25.
March 3 - Follow-up calls.
March 10 - Follow-up calls.

Key people in the plan will be the township leaders. They will be handpicked, and their job will be to (1) help with advance promotion of the program, (2) stimulate and encourage attendance at the enrollment meeting, and (3) assist with the follow-up calls on dairymen in their townships.

The enrollment meeting on Tuesday, February 25, will feature the work group technique. Those attending the meeting will be divided into work groups and invited to work on basic problems of dairy feeding and management. It is hoped that this technique will serve as an excellent demonstration of the need for sound record-keeping in the dairy business.

We will keep you informed on the progress of Glen's program as it develops.



Extension Editorial Office University of Illinois College of Agriculture

EXHIBIT-OF-THE-MONTH Mailed...

The February release for the EXHIBIT-OF-THE-MONTH was mailed to farm advisers this week. It features brucellosis control as suggested by Dr. George Woods, veterinary medicine extension.

Although designed to be used primarily with the pegboard display kits, it can be adapted to bulletin boards and other types of display. Please follow the instructions enclosed with the exhibit for assembling and displaying.

This service is not extremely costly, but we do spend time and money in supplying the kits to you. To continue the service, we should know whether you are using the material and whether it is suitable for your needs. Also, would you like to have more of the same general type made available? Please fill in the enclosed card and drop it in the return mail. Continuation of this service will be determined by your responses.

Housing Accommodations...

Enclosed in this week's packet is a list of the hotel and motel accommodations in the Champaign-Urbana area. You may want to keep this list handy to answer questions of those who plan to attend the Farm and Home Festival for more than one day.

At a later date, the Festival housing committee will supply you with reservation cards for University housing.

1/22/58

Special February Releases...

By this time all farm advisers should have received the special packet of press-radio releases for February. This packet contains 34 timely stories and articles for use in your local information program during February.

We want to remind you again to save these packets. After we have completed the 12 months, we will issue only revisions.

Festival Promotion...

Be on the lookout next week for the special packet of Farm and Home Festival promotion materials. The packet should be in your hands before the end of next week.

From Wyeth Laboratories...

"Never fear big long words. Big long words name little things. All big things have little names. Such as life and death, peace and war. Or dawn, day, night, hope, love, home. Learn to use little words in a big way. It is hard to do. But they say what you mean. When you don't know what you mean, use big words. That often fools little people."

Information Committee Meets...

The information committee of the Farm Advisers Association will meet here on Thursday afternoon. Chairman Warren Myers has a variety of internal and external information problems to discuss.



Extension Editorial Office University of Illinois College of Agriculture

Action In Photo Contest...

Photo editor Jack Everly reports more than 15 entries in the first "Photographer-Of-The Month" contest. February 5 is the deadline for your January entries, so you still have plenty of time to get yours in the mail. In addition to the possibility of fame and fortune, you will receive worthwhile suggestions on ways and means of improving your picture-taking techniques.

Campaign Aids...

Your Farm and Home Festival promotion packet was mailed this week--complete with a full-fledged campaign plan, stories, letters, fillers and stuffers. Check through the packet right away--some materials are for immediate release.

You'll get copies of the brochure, posters and so on as soon as they come off the press.

Mugging The Camera...

Many photogenic farm and home advisers and some of their county people probably have been seeing their pictures on local TV and in newspapers. We've sent 25 pictures to TV and 80 to newspapers. Aim is to promote Farm and Home Festival locally with photos of those attending conferences here.

If you're on the campus and we haven't taken your photo, stop in at 330 Mumford so that we can help promote in your county.

Use Datelines On Releases...

During the past couple of months, we have received in this office several different items of information that we assume were news releases from your county offices. However, that is only an assumption, because nothing at the beginning of the information sheet told us specifically what we were getting nor whom it was from. We believe that it's a very good idea to identify yourself plainly at the start of your news releases--at least a line at the top of the page that says, "News Release From ______________."

Like Exhibit Material...

We appreciate your prompt reply to our questions about your use of the "Exhibit-Of-The-Month" materials. On the basis of the cards returned so far, you like the display materials, use them and want them continued. If the response continues in this vein, we certainly will continue the service.

We also know that there must be times when you grow a bit weary of filling out return cards that ask for information. But let me assure you that your response is valued. It is the only way we have of knowing whether or not we are hitting the spot with our materials. In fact, we wish there were a better way for us to be kept informed of your needs. A card or letter is one good way.

1-30-58



Extension Editorial Office University of Illinois College of Agriculture

Special March Releases...

By this time you should have received the special packet of press-radio releases for March.

If our count is right, there are 56 top-notch stories especially designed for your local news coverage during the month of the lamb and the lion.

As we have mentioned before, this office will be putting less and less emphasis on "how-to-do-it"-type stories in our direct services to newspapers. We will try to concentrate on reporting and interpreting new research information. We believe you in the counties are in the best position to disseminate the day-to-day and week-to-week information on farming problems.

Festival Promotion...

As you know, we are making an extra-special effort to make sure that every citizen of the state knows about the Farm and Home Festival March 27, 28, and 29. We are trying to make increased use of pictures for local use. One of our problems is that we have no accurate way of measuring whether or not our material is being used once it leaves this office. You can help guide our efforts by sending us clippings and tear sheets that you run across in your local weekly and daily newspapers.

Speaking of the Festival, we are running 10,000 extra copies of the envelope stuffer. This rerun was prompted by a request from John Bicket for an extra 2,000. If any of you would like to have extra copies of the stuffer, let us know.

2-6-58

Equipment Catalog...

Last November we asked whether or not you would be interested in a catalog of audio-visual equipment. Many of you said that you would be. This office is now setting the wheels in motion to compile such a catalog. It will take a month or two to get it ready, but we wanted you to know that we are working.

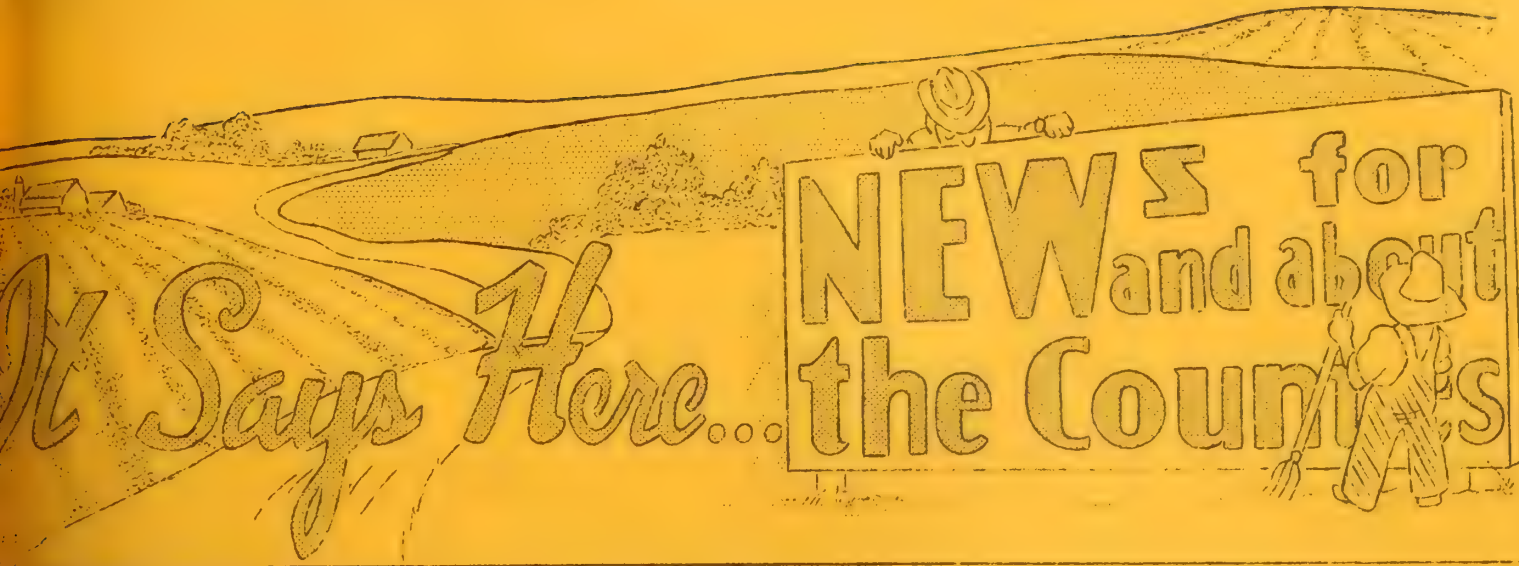
National Public Attention...

You, like us, probably have heard criticism to the effect that the University of Illinois College of Agriculture suffers from lack of public attention at the national level. This kind of criticism is rather hard to pin down.

To get one measure of national public attention, we surveyed the "source of content" of all editorial material appearing in the three national farm magazines during 1957. The results are rather satisfying, and we think you will be interested in them. Farm advisers will find a copy of the results of the survey in this week's packet.

High-Moisture Corn...

Last week Gene Mosbacher and others stressed the need for a review of available information on high-moisture corn. This week a committee representing all departments of the College is at work compiling a review fact sheet on this problem. This material, along with some suggested news stories, should be ready before the week is out. You will receive it as soon as it can be processed and put in the mail.



Extension Editorial Office   University of Illinois   College of Agriculture

ip From Wilson...

We don't know whether this was origi-
l, but in any case it's a clever bit
paraphrasing. It is gleaned from
ringing You The Facts," Livingston
unty farm adviser Paul Wilson's person-
column. Paul says, "In looking over
e attendance figures of some of our
tension meetings, one is reminded of a
rtain radio toothpaste commercial and
tempted to paraphrase the results as
llows: 'I wonder where the farmers
nt, when there is an Extension event.'"

vie Queen...

Shooting was completed last week for
five-minute TV film of the 1958 Illi-
is Dairy Princess. Aim of the film is
use this beautiful Illinois Wesleyan
iversity sophomore to get other teen-
e girls to drink more milk. It's also
good example of cooperation between
e U. of I. and other Illinois univer-
ties. The film was produced under the
iry products information project.

x To Home Advisers...

We've just sent you (home advisers) a
cture we hope you can use in Farm and
me Festival promotion. The picture
s already been sent to daily newspa-
rs in the state. You can use it in
ekly papers, in the county publication,
on your bulletin board.

As soon as we find out about the home
onomics portions of the Festival, we
ll let you know the details.

More Mileage From Exhibit Kits...

Your response to the Exhibit-Of-The-Month materials has been most favorable. We plan to continue the service.

Several of you mentioned that you did not have a suitable place to display the exhibit. We assumed that you meant office space. Even without adequate office space, you still can use the exhibit. Consider the bank window, feed store, local elevator, newspaper office, or hardware store. We would guess that many local businessmen would be happy to provide space for the exhibit.

You don't have to keep the exhibit in the same place all of the time either. After it has been in one location for a couple of weeks, move it to another spot. It might be a good idea to move it to another town once in a while too.

The exhibit materials can be used even though you don't have the pegboard panel backdrops. Just mount the exhibit pieces on poster board or cardboard with rubber cement or an office stapler. Then hinge the panels together with pipe cleaners.

Pointer On Posters...

Art editor Chuc Isoline says that, if you are making a poster, you should always have one item that dominates the layout to attract the reader. The dominant factor may be the illustration, the copy, or the headline. If all elements are similar in size, effectiveness is lost.

2-13-58

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

"Extension In Action" Photo Contest...

An impressive list of 22 entries kicked off the January photo contest for county personnel. Winning the January spotlight as photographer of the month was Phil Farris of Vermilion County. Second spot also went to Vermilion on a picture taken by Howard Robinson.

Farris will receive a case of G. E. M2 flashbulbs, courtesy of General Electric, and Robinson will receive a Kodak Master Photoguide.

Receiving honorable mention were Florence McConachie, Randolph; W. E. Myers, Macon; and Phil Farris.

Detailed comments by Judge Dick Hildwein will go to each contestant on his entries. The top two photos will be multilithed along with comments and sent to every county. Judge Hildwein gave low scores but was full of good compliments on your efforts. Remember, the deadline for pictures published in February is March 5. Get your entries ready now.

Wet Corn Fact Sheet...

Last week you got a copy of Extension Service Fact Sheet No. 1, "What Can I Do About Wet Corn." This information was put together by a College committee appointed by Dr. Kammlade and composed of Ed Hansen as chairman, Les Stice, Frank Andrew, W. O. Scott, Don Jedele, Ken Harshbarger, and Leo Fryman. This fact sheet will not answer all the questions you will be asked about wet corn by your county farmers. But it will answer most of them. The rest you can find in one or another of the listed references.

2/19/58

Radio Tape On Wet Corn...

Economist Les Stice confirms the report that wet corn is still a problem in some areas. Farmers have three alternatives for disposing of it--feed it, store it (which may mean drying), or sell it.

Dr. K. E. Harshbarger, nutrition specialist in dairy science, and Don Jedele of agricultural engineering teamed up with Les the other day to point up the pros and cons of each of these alternatives.

After recording the discussion, we realized that you might like to use it on radio stations or in meetings. The tape runs about 15 minutes, but segments can be lifted from it quite easily. Send us a 15-minute tape, and we'll dub you a copy.

What Farmers Think...

Will County's Andy Wicklein recently mail-queried a sample of his clients on a variety of subjects. He received 103 replies. Not all who replied answered every question. Here are some of the answers.

85 said they read the agricultural news in the local newspaper always or most of the time.

59 said they would listen to a farm adviser radio program on the local station; 22 said maybe; 8 said no; and 8 did not comment.

51 said they would like a program once a week; 12 said every day; and 21 said two or three times each week.

14 said they "often" attended extension meetings; 43 said seldom; and 40 said never.



Extension Editorial Office University of Illinois College of Agriculture

Promotion for Better Oats...

Extension Agronomist W. O. Scott reports that in one county meeting he attended recently about 70 percent of the farmers had not yet selected their seed oats. Scott says this might give some farm advisers the opportunity to sell farmers on quality seed oats, particularly Fayette, Clintland, and Newton.

Youth Day Handout...

A packet of information on the Festival was mailed last week to vo-ag teachers, home economics teachers, and principles. We asked them to inform students of the big Youth Day program on Saturday and, if possible, to provide bus transportation to Urbana. You may wish to check on plans for schools in your county.

There is a copy of the Youth Day handout in this week's packet. Please share the information with your associates so that the information gets passed along to the young people in your county.

Coming Our Way...

Diets for Henry county homemakers start on March 28--the day after the county's "Spring Festival Tour" to Farm and Home Festival.

Home Adviser Phyllis Rosenquist has laid out plans for three busloads of enthusiastic homemakers to head for the Festival. Cost per person for transportation and meals is only $7.50. This is an application of "Operation Caravan" at its best.

2/26/58

Farm TV Networks...

Within the past few weeks, two private companies have initiated nation-wide farm television services.

"Farm Newsreel" is a weekly 15-minute show produced by Hearst-INS "Telenews." It is currently being sponsored on 62 stations across the country. WCIA in Champaign carries the show each Friday noon. Other stations in your area may also be carrying it.

Farm Television Editor Dave Phillips spent Saturday working with one of the Farm Newsreel photographers shooting the Junior Dairy Calf Sale and the automatic hog-feeding system. This system, as you know, will be on display during the Festival.

"Cross-Country" is a weekly half-hour farm television film program produced by Fred Niles Productions.

Bill Mason, formerly on the staff here, is now with "Cross-Country," and we met with Bill last week to outline a series of film feature possibilities.

This program is being carried by five Illinois stations at the present time. These are a part of the 39-station network around the country.

Heading for Moline...

Home Television Editor Jessie Heathman is flying into Moline today (Wednesday) to "cover" a series of events and activities in Rock Island county. She will take pictures and notes on the local art show, the talent show eliminations, and the pageant of extension history in Rock Island county.



Extension Editorial Office University of Illinois College of Agriculture

Exhibit On Milk Promotion...

A kit of exhibit materials on the school milk program was mailed to each farm adviser on Monday, March 5. The exhibit is an "extra" as part of the Exhibit-Of-The-Month program.

In some counties the home adviser may be able to make better use of the exhibit than the farm adviser. If so, would you work out the details of a "loan." Instructions for assembling the material are printed on one of the panels.

The April Exhibit-Of-The-Month will feature band spraying of chemicals for weed control.

Johnson Grass Information...

This week farm advisers in the southern half of the state will receive a special feature on Johnson grass control. This feature has been sent to daily newspapers and selected radio and TV stations. You might find it useful for some of your other news outlets.

In addition, each farm adviser in this area will receive a set of four fill-in stories that can be timed for a local Johnson grass campaign.

Fred Slife, who conducted much of the research on Johnson grass, says that southern Illinois border counties along the rivers from Edgar around to Adams have the most serious Johnson grass problem. But the interior counties in the southern third of the state have many fields in which Johnson grass is showing up.

Extension Agronomist Earl Spurrier reports that 21 counties are going to have Johnson grass control demonstrations this year.

For Better Shade Trees...

If it is true that "The wealth of Illinois is in her soils," then perhaps we can say that "her beauty is in her trees." But the trees of Illinois have suffered badly in recent years.

Because of this, Adviser Tascher of Grundy County asked Extension Forester Lawson Culver for some special information on shade tree varieties. The result was a series of 11 stories on selecting, planting and caring for shade trees.

There is a set of these stories in this week's packet for farm advisers. Culver says he will be glad to help any county wanting to launch a shade tree campaign.

4-H Camping Film...

Three prints of the 4-H camping movie are now available for showing in the counties. We have been flooded with requests to show the film in March. So far we have been able to fill 16 dates. That is about all we'll be able to handle for this month. We must allow time for mailing between dates. That complicates the situation.

For the time being, we will handle all requests for the film through our office. Mail your requests for April with alternative dates to us.

Citizens Committee Newsletter...

At the request of the President's office, we are enclosing a copy of the University Citizens Committee Newsletter for each farm and home adviser.

3/6/58



Extension Editorial Office University of Illinois College of Agriculture

Invite Your Editors To The Festival...

If you haven't already done so, we would certainly appreciate it if you would send your press-radio-TV editors a special invitation to attend the Farm and Home Festival.

To save your time, we are attaching a suggested letter that might be in order. We especially would like to have the editors know about the press headquarters in our Visual Services Building.

Since all of you are part-time reporters, radio farm program directors, and television specialists, you are most welcome at press headquarters too. Tape recorders will be available in case you want to make a tape for use back home. There will also be extra film and flash bulbs that you can "borrow." We may even offer you a cup of coffee.

Scholarships Available...

Dairy Technologist Joe Tobias reports three new $1,000 scholarships for students wanting to major in dairy technology. Application forms and more information are available from Mr. Don R. Olsen, Chairman, Education Committee, 4830 South Christiana Avenue, Chicago 32.

The Value Of Summer School...

A week or so ago we gave a brief report on Andy Wicklein's survey. In a follow-up letter, Andy closed with this observation: "I do believe that summer school has helped me on some of these program things to check whether they are worth while."

3/14/58

Color Photo Workshop...

Plans are well under way for the third annual extension Photo Workshop to be held April 30 - May 2 in the Agricultural Visual Services Building on campus. It will be devoted entirely to color and its application to county staff problems. The workshop problem will be to write a color slide script, shoot pictures for the script and then show the final product before a critique session.

Enrollment will be limited to the first 30 cards returned. Participants should already have some experience in taking color slides, must bring their own cameras for shooting and two rolls of Ektachrome or Anscochrome film for their cameras and slide mounts. Return the enclosed registration card immediately.

Who Looks At Exhibits?...

Last fall we made a rather comprehensive study of our State Fair exhibits. The results of this study have been compiled in a brief report entitled, "Who Looks At Our Educational Exhibits?" If any of you would like to have a copy of this report, let us know.

Complete Third Science Film...

An order is going in today for prints of our third "Science Report" motion picture. This film report is on the new Hog-O-Matic Marvel now on display at the swine farm.

These films are designed primarily for television use, but they can serve other purposes. We will send you more complete information soon.

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

4-H Takes A Bow...

Again this year we have been impressed by the generous attention given 4-H Club work by newspapers in the state.

From Will County's Alden Hickman comes a copy of the special 4-H edition of the Joliet Herald-News, an outstanding 32-page effort.

Jim Somers, Lee County, was good enough to send us a copy of the Dixon Evening Telegraph section on Club work. Both Lee and Ogle Counties contributed to this edition.

From Hancock County, Assistant Farm Adviser George Myers has warm words of praise for Allan A. Seiler, Managing Editor of the Hancock County Journal. The Journal, for the second year, published a special 4-H section.

Woodford County's Charles Howell sent us copies of the Roanoke Review, Woodford County Journal, Advertiser-Advance, and Minonk News Dispatch. All of these papers carried special pages or sections during National 4-H Club Week.

The Hillsboro Journal gave front-page, lead-story treatment to the 4-H leaders in Montgomery County.

We know this is but a sample of the papers that went all-out in giving deserved recognition to 4-H leaders and members.

Lettering For Visual Aids...

For quick tips on "Lettering For Extension Visual Aids," get a copy of the leaflet by that title from the Federal Extension Service, U. S. Department of Agriculture. It is Agriculture Handbook No. 22.

Photo Contest Winners...

It was hard work selecting the winners in the February "Extension In Action" photo contest because the top pictures were terrific. Judge Hildwein gave the nod to veteran photographer Fike on an informative series of pictures entitled "Probe and Weigh Program," which ran six columns wide in the February National Hog Farmer.

Only one point behind was W. E. Myers with a 6-column picture in the Decatur Review, which had terrific news appeal, on a set of "Quadruplet Lambs." Myers also had an honorable mention, "Teamwork Counts," along with Howard Robinson of Vermilion County on "Town and Country Art Show."

Multilith sheets on January and February contests are in the mill so everyone can see the winners.

Deadline for the March contest is April 5. Send your entries in now. Coverage of Farm and Home Festival should provide many opportunities.

Take Home A Tape From Festival...

Three recorders and plenty of tape will be available at the Festival for you to make tapes to take home. Recorders will be located near the WILL broadcasting area in the agricultural engineering shop. Someone will be there throughout the day to help you in any way. It would be better if you bring your own tape; but if you don't, we'll gladly loan you as much as you need.



Extension Editorial Office University of Illinois College of Agriculture

U. Of I. Citizens Committee...

At the request of President Henry's office, we are enclosing a copy of the U. of I. 1958 Citizens Committee Directory.

This committee performs an important function in the development of the University. You will want to check the directory for the names of members from your county. And you certainly will not want to pass up an opportunity to keep these members informed about the work of the Extension Service.

There is a copy for each farm adviser and for each home adviser.

Weed Killer Wall Chart...

From time to time Successful Farming prepares wall charts on a variety of timely subjects. These are usually expanded layouts of articles carried by the magazine and are made available to agricultural leaders.

The current chart is on new weed killers, and a copy is enclosed for each farm adviser.

We can order charts like these from Successful Farming when they become available if you would like to have them. Let us know what you think.

Who Has A Problem...

What is the biggest problem facing farmers in your county this month? If you will answer that question on a postcard, we'll have some guides for April news releases.

3-27-58

Tape Recordings For Your Use...

We have a new service for you. It might be called "the best on tape." This is it:

Attached to this letter, each farm adviser will find a list of available tape recordings on agricultural subjects. Each home adviser will find a list of available recordings on home economics.

These recordings were originally made for use on our WILL radio programs. We picked the best and will keep them on file for a period of time.

If you want copies of any of the recordings, do this: (1) Mark the recordings you want, (2) return the list with a blank tape to us, (3) sit back and we will dub the recordings on your tape and send it back to you.

You can use the recordings on your radio program, in meetings, in your office, or just to keep from getting lonesome as you sit around wondering what to do with your time.

We will send you a new list of available tapes every two weeks.

What About The Festival?...

We don't know whether or not the Festival committee plans an official poll of your opinions about the Festival. Anyway, we would like to have them. While the affair is still fresh in your mind, express yourself on paper.

What did you like about the Festival? What didn't you like? How would you compare it with Farm and Home Week? How often should such an affair be staged? How should it be changed?

Send the paper to us.



Extension Editorial Office University of Illinois College of Agriculture

Workshop Photographers Needed...

Photographic editor Jack Everly is spending this week at the Kodak Laboratories in Rochester, New York. He's getting the latest information on color photography for the Photographic Workshop here April 30 to May 2.

So far we have only 12 advisers enrolled in the workshop. There still are 18 spots to be filled before we reach our limit of 30 enrollees.

If you would like to take part in this workshop on color photography, please return your registration card by April 15. The registration card was enclosed with this letter on March 14.

The workshop will be devoted entirely to problems of color photography, with special emphasis on planning and shooting a color slide series. Every county extension staff member is eligible to attend.

Speaking of Photos...

The deadline for entries in the March photographic contest has been extended to April 7. This will give you a chance to include pictures you may have taken during the Farm and Home Festival.

Your Festival Reactions...

And speaking about the Festival, we would appreciate your reactions. How did you like it? How did the folks in your county like it? How would you rate it with the Farm and Home Weeks of past years?

At Your Service...

Tuesday of this week we met with the 29 new assistant advisers who are conferencing on campus. They asked and we tried to answer some questions about communications. In the process we discovered that the group was not acquainted with the staff of the Extension Editorial Office. Because of the new faces in the counties, perhaps we should introduce ourselves again.

Here are the people to whom you can write about specific problems in the editorial field:

Administration: Hadley Read

Press: Bob Jarnagin, Harold Guither, and Pat Close look after the agriculture news, while Marliene von Bose is the home economics press editor.

Radio: Jon Greeneisen for agriculture and Lorraine Weier for home economics.

Television: Dave Phillips for agriculture and Jessie Heathman for home economics.

Photography: Jack Everly

Visuals: John Behrens

Art: Chuc Isoline

Teaching: Owen Glissendorf

Ag Guest Day April 19...

As you know, Saturday, April 19, is Ag Guest Day here on the campus. We hope you are urging high school juniors and seniors to learn more about the value of college training by attending this event.

This office is particularly interested in acquainting young people with career opportunities in agricultural journalism.



Extension Editorial Office University of Illinois College of Agriculture

Loan Exhibit Again Available...

The pictorial exhibit on research, extension, and teaching in the College of Agriculture is available again this year for loan to the counties.

The complete unit is portable. It is contained in 3 boxes with a total weight of 250 pounds. The largest box measures 3 feet by 4 feet and comes with a carrier for use on car tops if your car trunk is too small.

When assembled, the complete unit requires 47 lineal feet of space. By leaving out some of the 4-foot panels, you can tell a good story with as little as 27 feet of space. Lights, extension cords, and anchors are provided.

The exhibit may be borrowed without charge by extension personnel in any county where shelter is available. The borrower must pick up and return the exhibit.

To reserve the exhibit for your county, send a card or letter to the Extension Editorial Office, 330 Mumford Hall, Urbana. State the dates for which you wish the exhibit reserved for you. These dates should include the pickup and return delivery days. Reservations will be made on a first-come, first-served basis, starting May 1.

April News Releases...

By this time, you should have received the packet of special press-radio-TV releases for April. There are 66 good stories in the packet for your exclusive use.

Photo Workshop Program...

Attached to this letter is a copy of the tentative program for the color photography workshop. The workshop runs from 1:00 Wednesday afternoon, April 30, through noon on Friday, May 2. There is an optional program Friday afternoon for participants who wish to stay on.

Only 30 reservations will be accepted. There still are some spots open. If you wish to attend the workshop, but have not sent in your reservation, please get it in the mail right away.

A Terrific Idea for Radio...

Last December, the Marion County Extension Council worked out a plan for Farm Adviser Floyd Smith to interview a county farmer each Tuesday on Station WJBD in Salem. The Council picked the farmers so there would be no criticism of Floyd.

The program was to continue from January through March. Now Floyd writes: "I have had favorable comments and reactions from every nook and corner of the county even to the point that farmers have told me that they were ready to leave the house but stayed to listen to the interview to see what the farmer would have to say.

"At the March meeting, the Extension Council felt that it should definitely be continued and selected enough farmers to run for a year. They are divided so that each township will have three farmers interviewed during 1958."

We think this is a terrific idea.

4/10/58



Extension Editorial Office University of Illinois College of Agriculture

Increased Photo Contest Activity...

Judge Dick Hildwein had a tremendous job judging the 33 entries in the March "Extension in Action" Photo Contest. "Photographer of the Month" is Emil Mosser of White County. Emil will receive a case of General Electric M2 flashbulbs and five credit points for his picture of "4-H Program Planning Committee in Action."

Bob Wack of Stephenson and Warren Myers of Macon tied for second place and will receive copies of "1000 Ideas for Better News Pictures," a book packed full of photographic ideas for extension workers.

Howard Robinson, Vermilion, and Jerry Payne, Henry, received honorable mention. More new people are joining the contest each month. Be one of them and mail your photo entry by May 5 for the April contest.

Tips For Home Demonstration Week...

The nation will observe Home Demonstration Week May 4-10. This week provides an excellent opportunity for telling the public about extension home demonstration activities. In spite of the long history of extension work, there are still many people who are unfamiliar with the program.

In this week's packet, home advisers will find some helpful suggestions on what to tell the public and where to tell it.

Tape Recordings Available...

The new lists of tape recordings available for farm advisers and home advisers are included in this week's packet.

Home advisers will find a list of 9 new recordings, while the list of farm topics includes 27 topics.

We are not making these lists available at this time to radio stations. We strongly suggest that you let the radio station know that these tape recordings are available even though you do not have a regularly scheduled program on the station. We prefer that requests for copies of the recordings come from you, even though you are ordering for the radio station.

This is a new service, and we will continue it as long as we feel that it is of service to you. Obviously there is no point in having a "service" that is not a service to the people for whom it is intended.

Jonquils To Kemp...

This week's first spring-flowering jonquils go to news-minded Arnold Kemp in Knox County for his very excellent pictorial reporting of the recent Swine Day on the campus. The Galesburg Register-Mail carried five of Arnold's pictures and his complete report of the Swine Day presentations.



Extension Editorial Office University of Illinois College of Agriculture

Information-Minded Councils...

We have been impressed by the attention that various county extension councils are giving to editorial and information problems.

Recently Warren County's Stanley Sims sent us a copy of the "Results of Extension Program Planning by Joint Home Economics and Agriculture Extension Councils." This was a report of the second annual joint meeting of the county's councils.

Problem 3 was headed, "We Need to Reach More People With Information."

These two objectives were listed:

"1. Use radio, newspapers, farm and home bureau newsletters, circular letters to reach more people.

"2. Hold leader training meetings on subject matter."

Under the heading, "Recommendations," the report states: "The committee praised highly the value of radio and newspapers and thought the County Extension Staff was doing a good job. However, they offered these suggestions:

"1. Radio--try to work an additional 10 to 15 minute Extension Program once a week, with Ag. and Home Ec. alternating. (At the present, Home Ec. has a 5 minute daily program and Ag has 3½ minute daily. Not enough time to cover a subject properly.)

"2. The additional radio time would offer the possibility of using tapes from the University of Illinois College, interviews with specialists who come to the county, local farmers, and 4-H'ers.

"3. If cost is not too great, send out 'Quarterly Newsletter' to all farmers and homemakers. This would have to be a supplement to the regular Farm Bureau Newsletter.

"4. Contact through 'Welcome Wagon' or some similar organization for all newcomers both in town and country.

"5. Obtain information farmers want and good speakers.

"6. Get information to farm wives and families and women landlords.

"7. Make meetings interesting to farm women as well as men."

If your county councils have discussed information problems, we would be happy to have a report.

Sims Plans Survey...

Following the meeting of the joint councils, Stanley asked this office for some assistance in planning a survey of radio listenership. Farm Radio Editor Jon Greeneisen spent a day with the county extension staff and worked out preliminary plans for the county's radio survey. The questionnaires will go out some time during the next two weeks. When the results are in, we are sure Stanley will let us pass them along to you.

Quick Stop In Knox County...

On his way from Warren County, Jon discussed radio problems briefly with Arnold Kemp in Knox County. Arnold has a 10-minute program at 11:50 in the morning on Tuesday, Wednesday, Thursday, and Saturday. The home adviser takes the Monday spot. Arnold receives our weekly tape service and uses some of the features to round out his local news coverage.



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Current Tape Recordings...

The current list of available tape recordings for farm advisers and home advisers is included in the respective packets this week.

There have been a great many requests for tapes from the farm advisers, but none from the home advisers. This will be the last offering of home economics tapes unless the response justifies making them available.

Cultivator Adjustment...

A new Successful Farming wall chart on cultivator adjustment is included in this week's packet for farm advisers.

As we explained earlier, Successful Farming makes one copy of these wall charts available to each county office. We cannot order extra copies.

Editors Ponder Problems...

This past week end, most of the members of the editorial staff here met with colleagues from Purdue, Michigan State, and the University of Wisconsin. The meeting was the annual four-state conference on editorial problems. You may be interested in some of the points brought out in the various discussions.

...More attention must be given the information needs of urban and suburban people. Especially needed is information on gardening, landscaping, home care, and consumer buying problems. This means developing better services for the metropolitan media.

...Radio is still an extremely effective tool for reaching farm families. Early morning may be a better time than the traditional noon hour for farm programs. Short spot announcements, which can be tape-recorded and left with the station, offer an excellent way to get across timely information.

...Few television stations are willing to program exclusively for a farm audience. Programs planned and produced by extension people should be aimed for a "general" audience.

...The apparent decline in interest in meetings means that we must either find ways to increase this interest or find a substitute for meetings.

...In many cases, publication distribution systems are inadequate. The result is that too many publications are wasted and not enough publications get to the right people.

More Interest In Surveys...

There seems to be a growing interest on the part of extension people in tapping public opinion on a variety of problems.

A number of counties are making surveys to determine interest in radio, television, meetings, and other extension methods.

Within the next few weeks we hope to be able to offer some suggestions for conducting such surveys.

5/1/58

It Says Here... NEWS for and about the Counties

xtension Editorial Office University of Illinois College of Agriculture

Photo Workshop Praised...

Those who took part in the workshop on color photography last week were high in their praise of both content and method of presentation. So this week's spring tulip goes to photographic editor Jack Everly for staging the event. Jack, in turn, is busily distributing petals to his colleagues for their teamwork assistance.

At the closing session, we indicated that future workshops on editorial methods would be held only upon request of those of you in the counties who want them.

For Women To Read And Hear...

The best press and radio services are those carrying the information readers and listeners want and need. To have such services requires some system of "feedback" from the audience.

The girls in the home economics section of the office would appreciate it if you home advisers would help them with this "feedback" need.

At one of your next unit meetings, would you ask the attending homemakers to list the topics they want to read about in the papers or hear discussed on the radio. From the topics suggested, would you list on the attached self-addressed card the five you consider most important. Then return it to us.

You may find such an informal survey helpful to you in planning your local information program. We assure you it will help us.

Farm Stories For May...

There are 56 top stories in the May packet of special press-radio releases for EXCLUSIVE use by farm advisers. The packet is enclosed this week.

This service of monthly story packets was started last July. We will issue one more packet in June to complete the series for one year. After that, only changes and revisions will be sent to you. We assume that you are keeping the packets on file for future reference.

Press Conference On Recession...

Tuesday afternoon, members of the editorial staff held an informal press conference with members of the department of agricultural economics to review the effects of the recession on agriculture. This was a somewhat new approach aimed at keeping the editorial group better informed on some of the broad, basic problems facing agriculture. The information discussed at this meeting will be used in press releases, radio programs, and television shows.

Rogers Surveys His Audience...

Perry County's Les Rogers sent us a copy of the questionnaire form he is using to survey his county audience on a variety of topics.

Les is interested in learning more about the newspaper reading and radio listening habits of his cooperators. He also wants to find out what they think about meetings and tours.

We've asked Les to give us a summary of his findings when completed.

5-8-58



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Jews From Dixon Springs...

Last week end members of the editori-
l staff met with Bob Webb and his col-
eagues at the Dixon Springs Experiment
Station. Main purpose: To review ways
n which this office could be of more
elp in reporting Dixon Springs informa-
ion. Second purpose: To check signals
n press coverage plans for the Univer-
ity of Illinois Board of Trustees meet-
ng May 29.

Our review of newspapers shows that
he Dixon Springs stories are widely
sed in all sections of the state. The
eekly column is one of the most popular
eatures of the press service.

wo New Radio Shows...

The editorial office is experimenting
ith two new "back-to-back" 15-minute
eekly radio shows on WILL AM and FM.
hese two shows are on the air each Tues-
ay evening from 7:30 to 8:00 o'clock.
he farm show takes the first 15 minutes
nd the home show the last quarter hour.

Both shows are designed for a new tape
ervice to be offered to radio stations.
y broadcasting on FM, stations in the
ILL coverage area can tape the program
rom the live broadcast for rebroadcast
t a later time. Stations outside the
overage area can request the program on
ape.

If you are in the coverage area of
ILL, we would appreciate any comments
ou might have about the programs.

New Radio Tapes Available...

Farm and home advisers will find a new listing of available tape recordings in this week's packet.

We again stress the point that these tape listings are not going to radio stations. If stations are to be informed about the availability of these topics, you will have to do the informing.

Your response to the farm tapes has been good; response to the home tapes, only average. We will continue this service only so long as we are convinced it is a service.

USDA Exhibits Available...

Each farm adviser will receive a copy of a listing of educational exhibits available on loan from the USDA in Washington, D. C. These exhibits may be borrowed by an extension worker who is willing to absorb shipping costs both ways. The approximate freight charge from Washington to Champaign is $4.50 per hundred one way. Extension workers would not be subject to the transportation tax.

A file kit showing pictures of each exhibit and giving complete descriptions of the material will be on file in the Visual Aids Section in the Old Agronomy Storehouse.

These exhibits may be just what you need for a fair, field day or some similar event. We would suggest that you check our files if you are interested and order early.

Farm advisers are asked to share this listing with the home adviser in each county.



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Photo Contest Winners...

Shutters were really clicking on county cameras during April, as shown by the 33 entries in the "Extension in Action" Photo Contest. Phil Farris became the first person to repeat his earlier win of the "Photographer of the Month" title. His action shot of Vermilion County 4-H'ers provided a real challenge to second-place winner Darl Fike of Henry County, who won with a pig ear-notching photo. Darl also had an honorable mention photo along with Warren Myers of Macon County. First- and second-place winners will receive copies of the book "1000 Ideas for Better News Pictures." Plan now to send in your May entries by June 5.

Start Movie on Minimum Tillage...

Photographic editor Jack Everly started his camera turning last week on a new color motion picture on minimum tillage. The movie will be "in production" most of the summer and early fall, but we will have it ready for your winter meetings.

Stories From Students...

Farm advisers and home advisers have received or will soon receive special packets of stories prepared by our agricultural and home economics journalism students. These packets have been sent to daily newspapers and radio stations in the state. We are understandably proud of the quality of these educational news releases.

New Service for Home Advisers...

In this week's packet for home advisers is a new service of special press and radio releases.

This collection of releases for use during June is similar to the service initiated for farm advisers last year.

Each month a special packet of stories will be sent to you. These are standard subject-matter stories, and we suggest that you keep them on file. After we have completed the series of 12 packets, we will send you revision stories each month. If you have any questions about this service, please let us know.

Front-Page Wicklein...

The front page of the Joliet Herald-News recently featured a 6-column spread on "City Kids Visiting the Farm."

This day on the farm for 800 Joliet 5th graders was arranged by Andy Wicklein and his colleagues in Will County. The soil conservation district also had a hand in this worthwhile project.

If we're thinking about building better relations between city and farm people, the 5th grade isn't a bad place to start.

The Week's Work...

Here are some quick glimpses from the weekly work plans submitted by members of the editorial staff.

...Finish special exhibit for Citizens Committee.

...Write farm editors' letter and prepare agricultural events calendar.

...Shoot additional scenes for minimum tillage film.



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Questions Were Asked...

The editorial staff was represented at the recent farm adviser conferences in Districts I, II, and III. During these sessions, a number of questions were raised concerning information problems and editorial services. Here are some of the questions asked and answers given:

Q: Would it be possible for the editorial office to supply brief biographical sketches of each of the extension specialists?

A: Yes. This project is now in the mill, and we should have something for you by July 1.

Q: When I asked the art section to make some signs for me, I was told that the staff didn't have time. Why can't we get more help of this sort?

A: It would be impractical for the central staff to try to take care of all the individual art and visual needs of each county. It would cost just as much for this work to be done at the state level as it would in the counties. Why not find a local person who can do art and visual work?

Q: It takes time to write up a story after a specialist talks at a meeting. Why couldn't you prepare stories on each specialist's presentation to use after he appears in the county?

A: The specialist adapts his presentation to the situation in the county, and much of the "news" comes out during the discussion period. It takes time to prepare for a meeting in the first place, so a little more time spent in writing a follow-up story should be time well spent.

Q: Are any of the Farm and Home Festival exhibits available for use in the counties?

A: No. These exhibits are not suited for transportation and use in an isolated county situation. Most of them have been dismounted. You have information on one county exhibit which is available. You also have information about USDA exhibits.

Q: Why wouldn't it be a good idea for specialists to prepare more slide sets on important topics for us to use or buy for county use?

A: It would be a good idea. There needs to be some system whereby farm advisers can pool their ideas on the slide sets which would be most valuable. Perhaps the assistant state leaders could help.

Q: Do you have half-column mats of specialists? We could make better use of smaller mats.

A: Not at present. Here again we need some system of determining the consensus of all farm advisers. We can't afford to have both column and half-column mats of all specialists.

Q: When is the new College of Agriculture research magazine coming out?

A: Starting a research magazine is a complicated business. This project will be handled by the Publications Office, and it is hoped the first issue will be available this fall.



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?lease Pardon Our Exasperation...

We think farm advisers are about the finest people in the world. They have an important job, work hard, experience frustrations, don't get enough pay, have too little time to spend with their families, and put up with the editorial office.

But there are times when we get just plain exasperated with them. This morning is one of those times. All farm advisers and their assistants are touring the farms today as part of their June conference. It is a nice day, with the sun shining comfortably. The advisers are seeing and hearing about some of the latest research work being carried on by the College of Agriculture.

It is a perfect day for taking pictures. The picture possibilities are countless. We are living in an age of pictorial reporting. The tours today offer every possible opportunity for "showing" people back home what's going on at the College. Pictures could be taken for newspapers, television, displays, meetings, or to post in the office. Most county staffs have access to some kind of camera.

With this kind of situation, you would assume that nearly every adviser and his assistant would have a camera in hand or slung around his shoulder.

But how many do you suppose had cameras with them on the tour? Three-fourths of them? Half of them? One-fourth of them?

Well, just for fun this morning we counted the number of cameras "in sight" among <u>120</u> advisers on four tour buses. There were exactly <u>10</u> cameras.

Buying a Used Truck...

Another Successful Farming wall chart on the subject of "buying a used truck" is in this week's packet for farm advisers.

New List of Radio Tapes...

In this week's packet, farm advisers will find a listing of new radio tapes that are available for dubbing.

Home advisers will <u>not</u> find a listing, since the almost complete lack of demand for this service from home advisers forced us to cancel the service.

Instructions for requesting any of the taped topics are included with the listing sheet.

Who Reads and Listens?...

Emil Mosser was good enough to send us the results of his White County "Farm News Survey." Here are some of the things he found out on the basis of 119 replies:

106 listened to the farm adviser's noon broadcast on WROY.

76 listened to the early morning farm news broadcast.

65 said that the period from noon to 12:30 was the best time for a farm broadcast. The next best time was from 6:00 to 6:30, and the third best from 12:30 to 1:00.

100 said they read the farm adviser's column in the Farm Bureau News, but only 52 read the Farm and Home Development column.

6/5/58

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

For Better Liaison...

Last week we met briefly with the Information Committee of the Association of Farm Advisers. Among other things, we discussed ways of strengthening the committee's role as an advisory group for the Extension Editorial Office.

We agreed that the committee could serve as an excellent "sounding board" for all farm advisers in the state. Suggestions for improving editorial services, starting new ones, or killing old ones could channel through the Information Committee at the regular district association meetings.

Here is the membership of the committee in case you have lost your list:

R. C. Broom, Darl W. Fike, H. H. Fulkerson, Russell Meredith, Ray T. Nicholas, Howard Robinson, Floyd M. Smith, Wilbur D. Smith, Robert D. Walker, and Warren E. Myers, chairman.

Of course, you don't have to wait for your monthly meeting before sending suggestions either directly to us or to your district's representative on the committee.

July Is Where June Should Be...

By now you should have the current packet of special press-radio releases. If the packet is still on your desk, strike out the word "July" on the cover page and insert the word "June." This is the June packet of releases, and it completes the series for the year.

We assume that you have all 12 packets on file. Starting in July we will issue inserts and changes to keep your packets up to date.

6/11/58

Notes And Comments...

White County farm families have a real friend in the editor of the Carmi Times. The paper has an excellent farm and home page each Monday which features columns by Farm Adviser Mosser and Home Adviser McElhaney. In addition, the page carries current market quotations and special farm and home features.

More than 200 farmers attended the plow-plant demonstration in Knox County, but Adviser A. R. Kemp made sure other farmers benefited through picture and story coverage in the Galesburg Register-Mail.

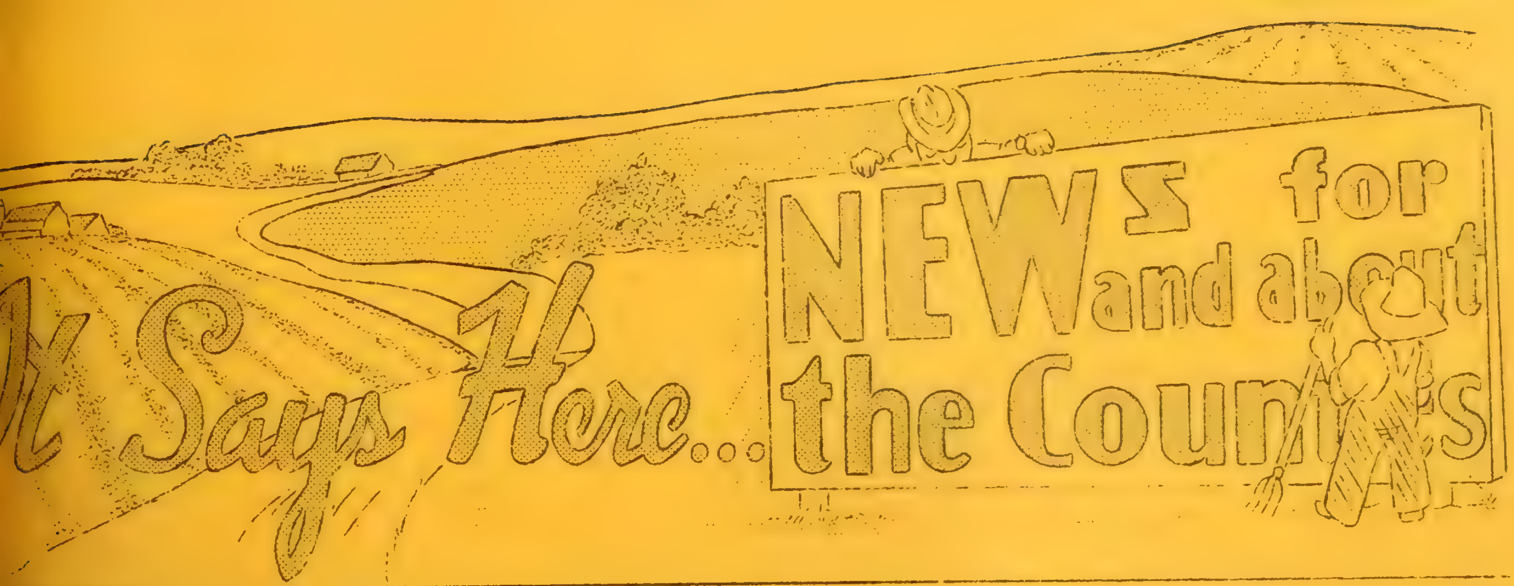
In Pulaski-Alexander Counties, Adviser Les Broom is using the help of news stories to wage his fight against Johnson grass and army worms.

New Photo Entrants Score...

Arnold Kemp, Knox County, captured second place in the "Extension in Action Photo Clipping Contest" for the month of May. Arnold's picture story vividly told what farmers saw on a recent tour of new feed-handling devices.

Charles Glover, Union County, won honorable mention with a photo clipping of 4-H members engaged in a tractor care project.

Warren Myers, Macon County, repeated his recent win as photographer of the month with a highly imaginative photo to inform people of the soybean variety demonstration plot. Myers will receive two sleeves of the new M5 G. E. flashbulbs which came on the market last week, while Kemp will receive a booklet entitled "1000 Ideas for Better Pictures."



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Make the Most of It...

Next week you will be bringing your Extension Council presidents to the campus for a two-day meeting. As we're sure you realize, this event offers an excellent peg on which to hang a review story covering the important work of the county councils. It also gives you a chance to give the council presidents deserved local recognition. There are still a great many people in many counties who are not familiar with the work of the Extension Service or the place of the councils in the organization plan. Here's a chance to tell them.

From this end we are making rather ambitious plans to take home-town pictures of each of the 100 county groups. We will start taking the pictures soon after you arrive and hope to have them in the mail to the local papers before you leave town.

The plan for this picture-taking operation will be given to you when you register. We will need your help and cooperation to make the plan come off.

Packet for Home Advisers...

The special July packet of stories for home advisers was mailed Monday. As we mentioned before, these releases were prepared especially for your use. Each packet should be kept on file. After completing the series of 12--one for each month of the year--we will issue revisions as needed.

6/18/58

Available Tape Recordings...

The current list of 11 available agricultural radio tape recordings is included in this week's packet for farm advisers. We are encouraged by your response to this new service. If you have suggestions for improving it, let us know.

Motion Picture Handbook...

For a factual, useful, up-to-date book on available motion pictures produced by the USDA, write us for the Motion Picture Handbook. We have received a supply fresh from the printer. It is a good guide to available films, where to get them, and how to use them. Many of them are cleared for TV and would be useful in local programming.

Rogers Requests Review...

Farm Adviser Les Rogers sent a questionnaire to 900 of his Perry County clients asking some questions about extension work. There were 106 replies.

Of those who replied, 73 said they read his column regularly and 32 said sometimes.

When asked to choose between radio and newspapers as a source of news, the people voted for newspapers as the best source for most news.

Out of 77 who answered the question, 41 said they attended extension meetings, and 36 said they did not.

Out of 100 who answered the question, 76 said they had been in to see the farm adviser during the past year.



Extension Editorial Office University of Illinois College of Agriculture

The Changing Scene...

Some day, when there is time, we will make a list of the alumni of the Extension Editorial Office. During the past 11 years, outstanding young men and young women have joined the editorial family, worked hard, helped shape the guiding philosophy, and then, for different reasons, left the office for other places.

Early this month we said "good luck and best wishes" to Marian Kurash, who decided to change from an efficient secretary into an efficient home economics student.

Then home economics radio editor Lorraine Weier put away her tape recorder, covered her typewriter, and left to join her husband in Fort Wayne, Indiana.

This week farm television editor Dave Phillips faces the TV cameras for the last time on our staff as he prepares to go into business for himself.

Beverly Branch is giving us a hand during the summer behind Mrs. Kurash's desk. Jessie Heathman once again takes over the reins as home economics radio editor while keeping one eye on home television developments. Bob Nemcik is now busily lining up TV programs for the summer as the new farm TV editor.

In the "new faces" category are Phil Jones, who joined the crew last week as a graduate assistant, and Dean Nosker, agricultural journalism senior, who is a summer student assistant.

Audio-Visual Workshop...

We would like to put in a good word for the Audio-Visual Workshop scheduled for July 28 and 29 at the Morrison Hotel in Chicago. As you know, this workshop is sponsored by the National County Agent and Vo-Ag Teacher magazine. The program and the commercial exhibits are especially planned for county extension personnel and vocational agriculture teachers.

In The Packet...

Farm advisers will find another Successful Farming wall chart in this week's packet. The subject is keeping livestock cool in the summer time.

About Glass Houses...

During the past couple of weeks we've received a few light taps on the wrist for suggesting that farm advisers might well have brought their cameras along to the June Conference. It has been suggested that we should have been taking the pictures for the advisers. Next year we will give that a try.

We'll See You September 1...

For the first time in 10 years we will give this column a summer vacation. We believe vacations are good for people, so perhaps they will be good for columns. During July and August, then, you will have one less thing to read. But we will open up the stand again on September 1.

6/25/58



Extension Editorial Office   University of Illinois   College of Agriculture

Here We Go Again...

After a summer vacation, it's time to get this show back on the road. This column each week is designed to serve you: First, as a means of exchanging techniques and ideas about information methods among all county personnel. Second, as a vehicle for us to pass along some of our ideas and suggestions on this subject.

We have to know what you are doing in the way of press, radio, television, visual aids, and direct mail before we can pass the information along to your co-workers.

Have Safety Flyers, Will Send...

Last week we distributed 21,000 copies of Ordie Hogsett's three-fold leaflet on corn-picker safety. Each farm adviser received 10, since we couldn't print enough for mass distribution in all counties. We have approximately 7,000 copies of the flyer on hand.

To do any good, these flyers should be in the hands of farmers within the next week or 10 days. Orders are now being accepted for quantities of these flyers on a first come, first served basis. If you could use a supply of 10 to 1,000, drop us a card or letter right away.

Poster, Poster On The Wall...

Two of the current Successful Farming wall posters are in the packet this week for each farm adviser. One is on winter cover for the soil. The other covers grain-drying systems.

Advice From Advisers...

During Fall Conference we had an especially productive meeting with the Information Committee of the Illinois Farm Advisers Association. A copy of the minutes of that meeting is attached.

If you have suggestions for improving the services of the Extension Editorial Office, pass them along to your district representative on the committee.

Who Came To Agronomy Day?...

You may have overlooked it, but all farm advisers received a copy of the report, WHO CAME TO THE 1958 AGRONOMY DAY? You may want to conduct a similar study of visitors attending some of your county events.

We Query Home Advisers...

Last week we sent each home adviser a rather comprehensive questionnaire covering her county information program. We hope to get a 100 percent return. Repeat: We hope to get a 100 percent return.

Farm News On WLBK...

Hustling Hugh Fulkerson thoughtfully sent us a copy of "The WLBK Reporter," which is a promotion newsletter issued by radio station WLBK, DeKalb. The center spread features the excellent radio programs produced by extension personnel in DeKalb, Ogle, and Lee counties. Recent surveys by Farm Adviser Al Golden show high listenership to these programs.

10/30/58

REPORT OF FARM ADVISER INFORMATION COMMITTEE MEETING, OCTOBER 14, 1958

Present: Warren Myers, Darl Fike, H. H. Fulkerson, Russell Meredith, Ray Nicholas, Wilbur Smith, Hadley Read, Pat Close.

Absent: R. C. Broom, Floyd Smith, Robert Walker.

1. Channeling Farm Adviser Information To Agricultural Leader Magazines:

To get more Illinois farm adviser stories to the agricultural leader magazines, it was decided that each district would submit one story to Warren Myers every month. To get these stories, each committee member will ask each farm adviser in his district to submit one story a year. Warren Myers will send each committee member information on the types of stories that are needed.

2. Functions Of The Committee As An Advisory Group To The Extension Editorial Office:

a. To appraise the value of present services of the Extension Editorial Office, and to keep the office informed of this appraisal.

b. To consider the needs of county farm advisers for new services, and to advise the Editorial Office of these needs.

c. To review the need for in-service training programs for county extension workers, and to work with the Editorial Office in developing these programs.

3. Photographic Services Of The Extension Editorial Office:

The committee expressed the feeling that farm advisers could make more use of 35 mm. slide sets than of motion pictures. They felt that motion pictures were more for entertainment, whereas slide sets were more educational. They also felt that (1) the advisers would rather order films through the Editorial Office than through the University's Visual Aids Service, (2) they would like some slide sets to have a tape-recorded script, (3) they would like the Editorial Office to issue a special catalog of good agricultural films, and (4) they would like a listing of film strips available from the Vo-Ag Service.

4. Miscellaneous Services Of The Extension Editorial Office:

a. Subject-Matter Stories Versus Research Stories: Farm advisers would like to receive more research stories and fewer subject-matter and how-to-do-it stories.

b. Picture Service To County Newspapers: The committee reported that pictures taken of local groups visiting the campus and sent to their newspapers are well received.

c. "It Says Here": The committee suggested that Mr. Read begin writing his column again.

It Says Here... NEWS for and about the Counties

xtension Editorial Office University of Illinois College of Agriculture

o Ahead and Release It...

The article on the corn referendum we rote for the November 15 issue of the RAIRIE FARMER magazine was used in the ovember 1 issue. An advance copy was ent to each farm adviser as part of the orn Facts Booklet prepared by the De- artment of Agricultural Economics. We sked that this particular article not be sed for publication before November 14. ince PRAIRIE FARMER has already used it, ou are free to release the material.

ewswriting Prize to Mosser...

The October issue of BETTER FARMING ETHODS commends White County's Emil osser for winning second place in that ublication's newswriting contest.

Emil's prize-winning story explained he need for a "good year" for county armers.

lides Win in Close Vote...

Last week we reported that the Farm dviser Information Committee had said hat slide sets were more useful in the ounty than movies.

During Fall Conference we asked the ame question. Of the cards turned in, 6 advisers voted for slide sets, 17 for ovies, 11 for both, and 34 didn't ex- ress an opinion.

Our opinion? We go along with the "both" answer. There are some things ou can do with a movie that you can't o with a slide set. Conversely, slides ave certain advantages over movies.

Speaking of Movies...

There still seems to be some confusion about rental charges for movies ordered from the University's Visual Aids Serv- ice. Here is the situation:

County extension workers DO NOT have to pay the rental charge for either USDA or College of Agriculture films on de- posit in the University's Visual Aids Service library. When ordering such films, make sure to indicate that you are an extension worker. You pay return postage.

You DO pay indicated rental charges for films that are NOT produced by the USDA or College of Agriculture.

Toss Me That Lariat...

A team of rope-tossing, film-throwing editors from our office head for the Dixon Springs Roundup next week. Jack Everly and Pat Close leave Sunday for Bob Webb's ranch. Jack will help the Station staff shoot a movie of the ac- tivities during the week, while Pat will write a daily feature column to be car- ried by United Press International.

TV Press Conference...

If you're located where you can re- ceive WCIA (Channel 3), you'll be inter- ested in the packet story telling about the new College program, "Farm Forum." Some of the top state and national farm leaders will be appearing about every fourth week. We hope you'll inform your county's farmers about the first one and the ones to follow.

11-6-58



Extension Editorial Office University of Illinois College of Agriculture

Announce Photo Winners...

Stephenson County's Bob Wack won the September Photographer-of-the-Month award with a simple but effective storytelling shot of dwarf corn. Melvin Fink, Henry County, took second-place honors with an outstanding terracing picture. Honorable mention went to Kenneth Imig of Iroquois County.

Another dwarf corn shot won the top October award for Emil Mosser, White County. No other October awards were made. The November award for top photographer will be an Argus L-3 exposure meter from the Argus Company, sponsor of the November contest. There is plenty of time to meet the December 5 deadline for November photo entries.

Exhibit Inserts Available...

The Visual Section of the office has available extra copies of a number of Exhibit-of-the-Month display sets. Until December 1, any farm or home adviser can request one or more sets of these materials. After that, they will be withdrawn. Here are the subjects and the number of sets available.

The School Milk Program......28
Stamp Out Brucellosis........ 8
Use Production Tested Boars.. 9
Plan Your 4-H Program........ 3

Farm Structures Day...

Your local lumber dealers would appreciate a special invitation from you to attend Farm Structures Day December 4.

Some of Our Home Advisers Are Missing...

A couple of weeks ago we sent a survey form to 89 home advisers. We said it surely would be nice if we could get 100 percent return by November 10. By November 10, we had heard from only 41 of the 89. This is not 100 percent. It is not even 50 percent. We didn't think we would get let down that much by the feminine side of extension work. It is now costing us 4¢ times 48 to respectfully ask again for returns from the missing.

New Farm and Home News Page...

Mason County's close-working extension team of Joe Faggetti and Nancy Judd have come up with a sparkling new Extension Farm and Home News Page in the Mason County Democrat. The page features columns by both Joe and Nancy, local farm and home news, and a sound selection of current subject-matter features and articles. The line under the masthead reads, "Prepared As A Service To Mason County Families By The Mason County Extension Service Of The University Of Illinois College Of Agriculture."

Where Did Gulliver Go?...

Making like traveling Gullivers this week are Bob Jarnagin, to Michigan for the workshop on written communications; Jessie Heathman, to Washington for the Land-Grant College meeting; Jack Everly and Pat Close, to Dixon Springs; Jon Greeneisen, to visit radio stations; and Read, to Morrison to meet with farm advisers.



Extension Editorial Office University of Illinois College of Agriculture

Sims Seeks Some Answers...

Warren County's Stanley Sims is a firm believer in the value of press and radio as means to "extend" agricultural information. But he, like many of us, often wonders whether or not his messages over these channels reach his audiences.

Early this fall he conducted a modest mail survey to find out who reads and who listens. Here are some of the things he learned from the 190 who replied:

...144 said they listened to his radio program regularly or sometimes, and 114 said they wanted the program continued without changes. There were 31 who proposed some changes in time of program or content.

...137 said they would like a 15-minute program each Saturday noon between 12:00 and 1:00.

...141 said they read Sims' column regularly or sometimes, and 125 proposed that it be continued without changes. There were 10 who wanted it continued but who suggested changes.

In commenting on the survey, Sims observed: "It appears that farm people would like for us to have more time on the radio. This time probably should be earlier in the morning or at noon. It is also apparent that farm people like to read and receive much of their information from news articles. Farm people, in my opinion, do not expect us to be experts in the field of radio and newspaper writing, but do expect us to be ourselves, to keep our broadcasting and our writing simple, use names of local people, and be sincere and down to earth."

Comments Received...

The mail this week brought these comments and observations:

From Arnold Kemp: "I received, sometime ago, a brief biographical statement concerning the extension specialists. I am sure that it took some time to prepare this, and I want to express my appreciation. I am sure it will assist us in our extension work."

From Herb Short: "The corn-picker safety leaflets arrived too late for distribution in Menard County this year. This is an excellent leaflet, and I hope you will have a supply for next fall."

From Emil Mosser: "The dwarf corn that we have been using in the county this year has been good for at least one thing. That is, publicity. Although the corn may be small, the publicity that it brings is certainly large."

A Basis for Service...

At the District Farm Advisers' Meeting in Morrison last week, we outlined the basis upon which we felt we could be of most service to the counties. Here is our outline:

1. Training in Information Methods. Through state and district workshops and conferences, county assistance, and the preparation of materials.
2. Information Support for On-Going Extension Programs.
3. Service of Special Materials. Such materials would include biographical booklets, films, slides.
4. General Flow of Current Information.

11/20/58



xtension Editorial Office University of Illinois College of Agriculture

Know Your Editors...

Editor D. Fred Endicott writes a daily column for the Carmi Times. It runs on the front page. The other day he talked about an article dealing with hunting safety that appeared in the paper. He said:

"The article was not only suggested but written in full by our good friend Emil Mosser, Farm Adviser of White County, who is not only one of the nicest fellows we know, but one of the most progressive and sensible farm leaders we have ever met."

In commenting on this, Emil says, "You always tell new advisers to get to know your editors. It really pays off. The reason I appreciated the column was the fact that it was written by the city editor and not by the man in charge of farm news and the farm page. I agree with you 100 percent. It pays to know the editors and to work with them at all times.

To back up this statement, Emil sent along the November 20 issue of the Times, which gave a front-page headline and by-line to his corn referendum story.

Student Becomes Teacher...

Friend Fred Tincher was telling us the other day that he picked up enough information at the photo workshop last spring to cause him to be asked to teach some lessons on color photography at summer school in Oklahoma.

As Mel Allen would say, "How about that?"

11/25/58

Survey on Surveys...

A number of times during the past year we have been asked for suggestions on conducting county surveys to measure the effectiveness of information programs.

Since we strongly believe in the value of such surveys, we've decided to put out a "Survey Handbook." In it we hope to pass along some pointers on such subjects as composing the questionnaire, selecting the sample, interview techniques, tabulating the results, and interpreting the findings.

If you think such a handbook would be useful to you, would you do us a favor? Jot down in a letter or on a postcard any questions you have on conducting surveys. We can then check our material to make sure we have answered your questions.

There'll Be Some Changes...

This Saturday marks the last appearance of the TV panel show, "What Am I Doing?" at the late afternoon time.

The show may continue at 11:30 in the morning on Saturdays, it may be dropped, or it may be replaced with another type of farm show on Saturday morning. If any of you in the WCIA viewing area have watched the show, we would appreciate your suggestions. Should we continue it or drop it? Should we have another type of farm show? What kind? What time?

Thanks At Thanksgiving...

We sincerely hope all of you have as many things to be thankful for this Thanksgiving as we have.



Extension Editorial Office University of Illinois College of Agriculture

Recognizing 4-H Leaders...

Bob Jarnagin, Jon Greeneisen, and Jessie Heathman contributed to the recognition of selected 4-H leaders at their "day" in Springfield Tuesday.

Bob reports that 54 local group pictures were taken for 44 counties. The negatives were developed Wednesday morning and were in the mail Wednesday afternoon to home-town newspapers.

Jon and Jessie kept two tape recorders busy making more than 15 radio tapes for local station use.

SNIB Covers Club Congress...

A team of four members of the College's Student News and Information Bureau has been given the job of press-radio-TV coverage of the Illinois 4-H delegation to Club Congress. Students John Woods, Art Sechrest, Bob Coffman, and Sharon Hoffman will take home-town pictures, make radio tapes for local stations, and shoot picture material for local TV stations. Phil Jones and Pat Close from our office will work with the team.

The group will spend Saturday at the Junior Show of the International taking pictures of junior entries that place high in the standings.

"What Am I Doing?" To Close...

The College's panel show, "What Am I Doing?" will make its final appearance on TV Station WCIA Saturday, December 6.

The show, which has been on the air for three seasons, may be replaced with another type of program after the first of the year. We will let you know what and when.

Better Written Communications...

The four-member team that attended the two-week workshop on written communications at Michigan State returned with enthusiastic plans for sharing their experiences with all Illinois extension workers.

Team members were Ernest Anderson, Mary Ligon, Mac McKenzie, and Bob Jarnagin. They will give their first presentation before the December monthly staff conference here on campus. In January, they will present a series of two-day district workshops. You'll be getting more information on these plans.

Speaking of Communications...

We're still missing information survey replies from 20 or so home advisers. If you are one of those 20, would you dig deep in your mailbox to see if you can find the survey form. Having found it, would you take a couple of minutes to fill it out and shoot it back to us.

If you haven't returned the survey but can't find your copy, drop a note to Marliene von Bose.

Increase Annual Report Readership...

Lots of people ask, "Who reads my annual reports anyway?" We can't answer that question, but we can suggest that all of your cooperators in the county might read your annual report if you would write it in such a way that newspapers would like to carry it as a major feature. You might ask your editor if he would like to have a copy.

12/4/58



Extension Editorial Office   University of Illinois   College of Agriculture

SNIB Covers Chicago...

The team of students from the College of Agriculture's Student News and Information Bureau set high standards in covering the Junior Show at the International and 4-H Club Congress.

Press-photo teams took pictures of 16 high-placing steers and their owners in the Junior Show and sent them to home-town newspapers. They also took home-town pictures of the "group of three" steers from three counties.

Pictures of the UI national champion livestock judging team went to eight newspapers, while four papers received the shot of the top-winning 4-H poultry judging team, and three got the one of the 4-H livestock judging team.

Moving to Club Congress, the SNIB team took 15 group pictures which were sent to 37 different newspapers. In addition, the young journalists took the official pictures of the Congress delegates and made prints for everyone.

Special Story on Lease Study...

Farm advisers in 22 east-central counties will receive a special fill-in story in this week's packet announcing a special leasing practices study among farmers in their counties. The study is being conducted by the Department of Agricultural Economics. You can help to improve the returns of this study by making sure the story gets to your local newspapers. It is not being distributed directly to local newspapers by our office.

Well, That's Mighty Nice...

Marion County Home Adviser Marie Brite recently sent the office this note:

"I really appreciate the monthly news packets. I like them punched for notebook, and the different color sheets for different subjects. Thanks for the help. I do appreciate it even if I don't get around to saying so very often."

Schedule Workshop for FFA...

At the request of the State Office of Vocational Education, our office will hold a two-day workshop on communications for district FFA reporters January 16 and 17.

This workshop will be built around the problem of "covering the 1959 State FFA Convention for press, radio, and television."

Helping You Promote the Festival...

Soon after the first of the year the wheels will start turning out promotion for the 1959 Farm and Home Festival. The Festival dates, as you know, are April 2, 3, and 4. The theme is Research for Tomorrow.

The best job we can do is to help you do the best job you can do. If you were chairman of the promotion committee, what would you do to help the counties with local Festival promotion?

Our offer is a free Festival lunch for the farm adviser and home adviser who come up with the best list of suggestions.

It Says Here... NEWS for and about the Countys

Extension Editorial Office   University of Illinois   College of Agriculture

Tascher Spots Top Farm News Feature...

We think one of the top farm features to hit the farm press in the next few weeks will be the story about the Grundy county farmer who planted 530 acres of corn in 21-inch rows this year.

You'll receive a copy of this story in your news packet next week. But if it hadn't been for M. E. Tascher, we couldn't have written this story.

Tascher recognized that something new was happening here. And he realized that research by Illinois agronomists might be helping to open a whole new era in corn-growing methods.

"Tasch" arranged for Walter Scott and Harold Guither to visit the farm. Although this farmer would not let any magazine write a story about his corn operation, he talked freely to them, answered questions willingly, and gave them nearly half a day of his time during corn harvest. He made helpful suggestions for completing the final draft.

We expect that FARM JOURNAL will carry something about this farm operation in the January issue. PRAIRIE FARMER has also shown an interest in it. The story with pictures will go to all daily papers in the state.

Such stories as this one in Grundy county are truly unusual, we'll admit. But any time you see a farmer putting some piece of research into practical application on his farm, we think there is a story worth telling. If you want some help from the extension editorial staff to get it into print, let us know.

Landscaping Film...

The USDA has just deposited "Basic Technique for Home Landscaping" with the Audio-Visual Library. This 11½-minute color film was previewed by Kemmerer and Hinchcliff. They concluded that it was a very basic film for urban audiences only. It would be excellent for garden clubs and civic groups.

For Better Bulletin Displays...

One of the better mobile bulletin displays we've seen belongs to Montgomery County's Pete Peterson. We asked Pete to send us a simple drawing of it, and he did. A copy is enclosed in this week's packet for each farm and home adviser.



12/18/58

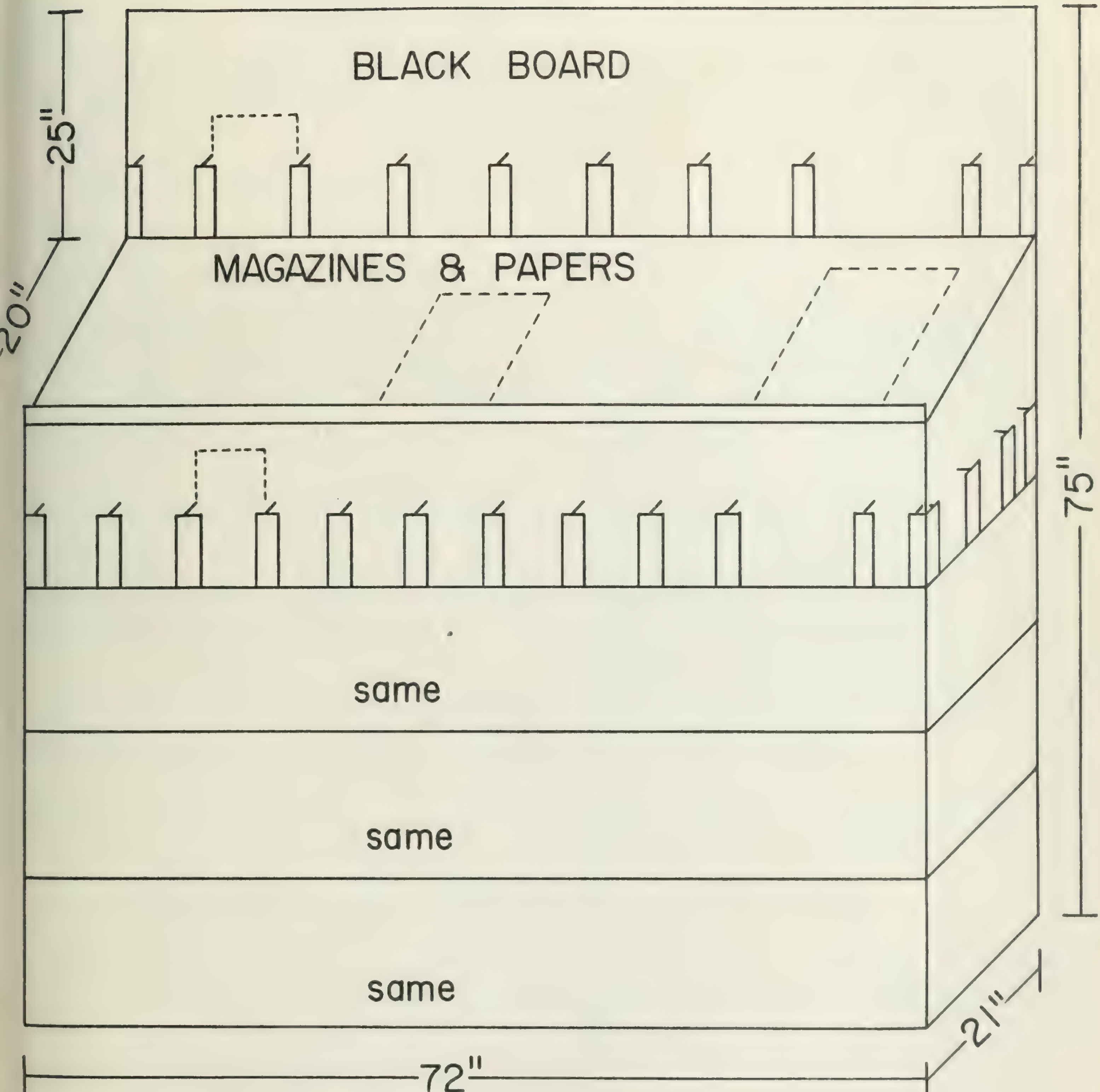
HANDY BULLETIN DISPLAY RACK

Thanks to Montgomery County Farm Adviser Earl Peterson for the attached drawing of a handy bulletin display rack. If you have been considering any changes in your bulletin display system, you may want to include some of the features of this unit.

The following items may help you interpret the drawing:

1. Each space is about 1 inch deep.
2. Space sizes should be varied to accommodate 6 x 9 and 8 1/2 x 11 bulletins.
3. Framing is 2 x 4's with 3/8 inch or 1/2 inch plywood covering.
4. Adjustable shelves in the inside provide reserve bulletin storage.
5. Heavy-duty rubber casters provide for easy movement away from wall.
6. Upright back can be covered with green or black chalkboard slating paint for announcements.
7. Slanted top provides space for magazines.

EXTENSION EDITORIAL OFFICE
University of Illinois
College of Agriculture
Urbana, Illinois
12-18-58


BLACK BOARD
MAGAZINES & PAPERS
same
same
same
25"
20"
75"
21"
72"

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

Cooperation From Editor Temple...

Wayne County Farm Adviser Fred Holhubner is glad he has an editor like John Temple on the Wayne County Record. The Record carries a regular "Farm News and Review" page which strongly supports the Extension program in the county.

The December 15 issue featured a photo and story report on the county Dairy Day along with a similar photo story on the Dixon Springs Tour. Fred says these stories are "only samples of the fine cooperation that John Temple has given Extension personnel in the county."

The Holiday Season wouldn't be a bad time to let editors such as John Temple know how much we in Extension value their continued support and cooperation.

Slides Tell Extension Story...

Here's a brief report on the value of color slides from Clay County Farm Adviser Dale Bateman:

"I used my color slides in a little different way on December 6 with good results. At the Clay County Farm Bureau Annual Meeting, I built my summary of Extension activities around a series of color slides. The slides had been taken during the past year of various Extension activities. This presentation added variety to the program and was enthusiastically received."

We can't say it better than that even at the end of the year.

Lets Try It Again...

Last week we said we were enclosing a drawing for a bulletin display rack in the packet. You may have noticed that the drawing was not included last week. So, logically enough, we are putting it in this week.

Wise Advice From Dale Hewitt...

A couple of weeks ago we asked for suggestions for promotion of the 1959 Farm and Home Festival. Scott County's Dale Hewitt says that if he were chairman of the promotion committee he would "instruct the committee, Extension Editorial staff, state staff, and county personnel to get to work, keep at it, and do something."

Along with that sound advice, Dale listed a handful of other specific suggestions which we appreciated.

Farm Public Relations...

If you haven't already done so, we urge you to read the feature "POOR PUBLIC RELATIONS--ONE OF OUR BIGGEST FARM PROBLEMS" on page 26 of the December CAPPER'S FARMER.

The special insert on "What City People Should Know About Farmers" is especially important. You may want to call this material to the attention of your Extension Council.

12/24/58

It Says Here... NEWS for and about the Counties

Extension Editorial Office   University of Illinois   College of Agriculture

Photographer of the Year Award...

Be sure to send your photo-clipping entries in by January 5 for the December contest. Points earned will count toward the Photographer of the Year Award. This award will be presented by PRAIRIE FARMER to the farm or home adviser who had the best photo ideas during 1958. The presentation will be made during the monthly state extension conference on January 12 at Urbana. An original idea by Bob Wack of Stephenson County won the November Photographer of the Month award. It showed a Chicago boy meeting a pig which was a TV star. Second place went to Emil Mosser on a picture story of "Tilling Farm Land." Emil also had an honorable mention.

Come On, January...

January, the first month of the New Year, promises to be a real dilly from the standpoint of editorial operations.

Bob Jarnagin will represent the office at the series of district conferences on written communications. The FFA Communications Workshop is set for the 16th and 17th. The editor will be attending a North Central committee conference on communications research on the 19th and 20th. Coverage of the Illinois Canners' School is planned for the 7th to 9th.

But the big show comes the last week of the month, when press-radio-TV coverage will be needed for the Rural Pastors' Short Course, Home Bureau Federation Meeting, Crop Performance Day, Custom Spray School, Conference of Farm Managers and Rural Appraisers, and Rural Youth Winter Rally.

Where People Get Information...

Research workers in Grant County, New Mexico, asked homemakers where they got their new information about homemaking.

- 77 percent of the homemakers interviewed credited mass media.
- 31 percent said neighbors and friends.
- 21 percent said direct contact with home agents.
- 19 percent said meetings.

Tapes Available...

Farm advisers will find a current list of new tape recordings in this week's packet. As you know, you can get any of these recordings simply by checking the ones you want and sending the list back along with a blank tape.

If there are special topics that you would like to see treated in a tape recording, send your suggestions to Farm Radio Editor Jon Greeneisen.

Welcome to 1959...

When (and if) you read this, the New Year will be just a day or so old. It will be fresh and clean, shiny with new plans and unspoiled by old frustrations. What the heck, let's keep it that way as long as we can.

HAPPY NEW YEAR TO ALL OF YOU!



Extension Editorial Office University of Illinois College of Agriculture

What About a Photo Workshop?...

We've had several requests for assistance in conducting county photographic workshops for 4-H Club members enrolled in the photography project. Although we would like to help as much as we can with these county workshops, our time is definitely limited.

This raises the question whether county staffs would be interested in having a workshop here on campus for you people devoted to the subject, How to Conduct County 4-H Photographic Workshops.

In other words, we would spend a couple of days working together with you on programs, plans, procedures, teaching techniques and teaching materials for 4-H workshops you would conduct in your county. We believe you can do as good a job of teaching 4-H photography as we can.

Would you indicate your interest (or non-interest) below and return the form to us--330 Mumford Hall.

___I would be in favor of a workshop on how to conduct a 4-H photo workshop.

___I would be in favor of another photo workshop but NOT on 4-H photography.

___I would be in favor of some workshop on communications but NOT on photography. My choice is ______________

____

___No more workshops, thank you.

Let Your Farmers Know...

If you haven't already done so, you'll want to let all your county farmers know about Crop Performance Day here on campus January 27.

There is a suggested story for local promotion in this week's packet.

Salute to Carmi Times...

The Carmi Times is one of an increasing number of Illinois newspapers that feature a weekly farm and home page.

Farm Adviser Emil Mosser says the page features his column, the home adviser's column and special stories which he and the home adviser prepare. Emil writes, "I figure it takes about 2 hours each week to handle the news column and radio program. This is the easiest way we can find to get our information into more than 5,000 homes in the county."

Requests for Art Assistance...

As we have mentioned before, the Art Section of our office can give limited help in preparing layouts and art work for newspaper column headings. We can also furnish some art assistance for other special needs if a good enough case can be built for such help.

In order to keep our county art services consistent, we do ask that all requests for art help be channeled through Bob Jarnagin. Bob will then fill out the necessary work order forms and pass the requests on to Chuc Isoline, head of the Art Section in the office.

1/8/59

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

Photographer of the Year...

Recognition for outstanding achievement in communicating by means of photos went to Warren Myers of Macon County for collecting a total of 25 points during the monthly "Extension in Action" photo contests. A handsome certificate and $25 worth of photographic equipment were presented to Warren by PRAIRIE FARMER.

A three-way race for the Photographer of the Year award developed in October and November between Bob Wack of Stephenson County and Emil Mosser of White County. Warren took over the lead in December with a photo depicting Better Breakfast Poster winners that placed second.

Photographer of the Month for December was Melvin Fink of Henry County, who had an excellent cover picture on the Sunday Times-Democrat Mississippi Valley Farmer depicting Christmas trees as a new farm crop. Emil Mosser won honorable mention with a photo story of a tour of Dixon Springs Experiment Station.

PRAIRIE FARMER has indicated a keen interest in encouraging farm and home advisers to communicate better by means of pictures. Because of this interest it is going to co-sponsor the "Extension in Action Photo Contest" for 1959. Rules for 1959 will be sent to you in time for you to send in your January entries. Plan now to share your photo ideas and join in the fun in 1959.

Minimum-Tillage Film Premier...

Wendell Bowers, Jack Baird, and Jack Everly presented the premier showing of the minimum-tillage film and the slide set at the monthly extension staff conference here this week. They also showed an excellent example of how two departments (Agronomy and Agricultural Engineering in this case) can cooperate with the extension editorial staff in carrying out an information project.

This winter 39 county farm advisers are using the film and putting on their own minimum-tillage program without the assistance of the state extension specialist. Saving the time and travel expense of the specialist will help to offset some of the film production expense.

In addition, 26 counties are also using the slide set. Nine other counties are using the film, and a specialist will present the minimum-tillage information.

Home Adviser Special...

Dean Nosker, who's working on the dairy information project, would like to call your attention to a publication on cottage cheese that you have probably already received from the American Dairy Association. You may find some of the recipes in the booklet useful in your news columns, radio shows and so on. And since Lent is coming soon, they will tie in with a special packet we have prepared for the mass media on "Cheese for Lenten Meals."

Farm and Home Festival Report...

Preparations for the Farm and Home Festival April 2, 3, and 4 are picking up steam. The first progress report on exhibit plans and arrangements is being prepared and should reach you next week.

1/15/59

It Says Here... NEWS for and about the Counties

Extension Editorial Office   University of Illinois   College of Agriculture

Communication in Crisis...

As this is written, the community, like many others in the state, is faced with a minor crisis. A vicious ice storm has cut off electric power in most homes, leaving them without heat as well as light. Without electricity, there are few radio sets operating--and few television sets. Phone service has been disrupted. Private and public transportation is slowed.

It would seem that the people of the community are almost as concerned about the lack of communications as they are about the physical discomforts. The car radio is being used as a means of keeping informed on conditions. The neighbor's telephone has become as important as his gas stove. Everyone is waiting for the evening paper to find out just how bad things have been and whether they will get better or worse.

The crisis is complicated by "not knowing what's going on." When the power lines are repaired, we would suspect that the radio and television sets will be turned on almost as soon as the lights.

Surveying the People...

We think you will be as impressed as we were by the attached report of the extension survey conducted in Menard County. Home Adviser Mrs. Verna Landis and Farm Adviser Herbert Short sent us a copy, and we thought it would be of interest to all of you. We especially liked the technique used in making the survey.

Facts on Portable Speaker...

At the district conferences, a number of advisers asked for information on the portable speaker that was used.

This handy gadget is commonly referred to as a "lecternette." It's a completely transistorized portable public address system and operates on self-contained batteries or on conventional 110 V.A.C. current. The microphone may be used either on the lectern or as a lavalier microphone suspended around the neck. The unit also contains an input for a record player and a plug-in light for the speaker's notes. The whole thing weighs 30 pounds.

You can purchase the unit for $190.00 from Sound-Craft Systems, 661 Rochester Road, Pittsburgh 2, Pennsylvania.

Any other questions?

Come to the Forum...

All county extension personnel are invited to attend sessions of the Ag Industries Forum next week and will not be expected to pay the registration fee. Forum Chairman Emer Broadbent would like to have you register, however, and you will be expected to pay for meals.

Home Ec Career Leaflets Available...

All farm and home advisers have received copies of the home economics career leaflets. If you could use a supply of these leaflets in your county, write to Dr. Janice Smith, Room 262 Bevier Hall.

1/22/59

MENARD COUNTY SURVEY

How survey was conducted

1. Each Agriculture and Home Economics Extension Council personally interviewed 5 families. (Some did not interview all 5.)

2. Families to be interviewed were selected at random. Every 22nd name on the Agricultural Extension mailing list was selected, and every 4th name on the Home Economics mailing list.

3. A committee, appointed from the joint extension council, planned all details of the survey.

QUESTIONNAIRE RESULTS

1. What is your occupation?
   - 48 farmers
   - 17 non-farmers
   - 5 part-time farmers
   - 2 housewives (husband deceased)

2. How many acres do you farm?
   - Less than 100 A. - 4
   - 100 - 200 A. - 9
   - 200 - 300 A. - 11
   - 300 - 400 A. - 14
   - 400 - 500 A. - 7
   - Over 500 A. - 6

3. How many acres do you own?
   - None - 38
   - Less than 100 A. - 6
   - 100 - 200 A. - 11
   - 200 - 300 A. - 3
   - 300 - 400 A. - 4
   - 400 - 500 A. - 2

4. Do you have any children? Yes - 62
   No - 5

   If so, how many?
   - 17 families with 1 child
   - 17 families with 2 children
   - 19 " " 3 "
   - 4 " " 4 "
   - 3 " " 5 "
   - 1 " " 6 "
   - 1 " " 7 "

5. Do your children belong to a 4-H Club? Yes - 15
   No - 47

6. Do you read the farm adviser's column?
   - Regularly - 33
   - Sometimes - 30
   - Very seldom - 9

7. Do you read the home adviser's newsletter?
   - Regularly - 47
   - Sometimes - 5
   - Very seldom - 8

8. Do you feel that the farm adviser or home adviser should have a radio program?
   - Yes - 34
   - No - 36

   If answer is yes, what radio station do you listen to?
   - WPEO - Peoria
   - WIS, WMBD, WBBM - Chicago
   - WTAX, WMAY - Springfield
   - WLDS - Jacksonville

9. Do you attend extension meetings?
   - Sometimes - 11
   - Yes - 24
   - No - 32

   If answer is no, why not?
   - Not interested - 2
   - Not a farmer - 1
   - No time - 8
   - Not able - 2
   - Subjects not of interest - 1
   - Not convenient - 1
   - Too old
   - Small children - 4
   - Ill health
   - Just don't go
   - Working

10. What three sources do you get most of your farm and home information from?
    - Magazine - 62
    - Radio - 29
    - Newspaper - 45
    - Television - 25
    - School - 2
    - Other - Home bureau - 2
      Sewing center - 1

11. What subjects do you need information on?
    - Crops - 5
    - Soils, test and fertility - 10
    - Livestock - 6
      (diseases, feeding and breeding)
    - Poultry
    - General farm information - 5
    - Seed varieties - 2
    - Farming methods
    - Gardening - 2
    - Housekeeping
    - Spray for weed and weed control - 3
    - Government farm programs - 2
    - Marketing advice
    - Landscaping (for average country home) - flower placement to best advantage
    - Home decorating
    - 22 did not answer
    - Child development
    - Would like map of farm drawn to scale
    - Flowers and their arrangements - corsages - workshop
    - To learn new ways to get members to attend meetings
    - Perennial plants
    - Handicraft - special projects on arts and crafts
    - Budget
    - Farm ponds
    - Special lessons on county-wide basis
    - Low-cost vacation ideas
    - Better buying
    - New methods of sewing - 4
    - New methods of cooking - 3
    - Health

12. How can extension get this information to you?

Special or other meetings - 4
Personal interview with farm adviser - 2
Newsletter - 8
Bulletins (U. of I.) - 8
Magazines - 3
Newspaper - 5
Television - 3
Radio - 3
Tours - 1
Personal call - 1
Home bureau membership - 3
Special programs - 2
Home adviser's lessons - 4
Mail - 4

13. Would you be willing to serve as a group leader or on an extension committee?

No - 52
Yes - 12
Maybe - 2

Interviewer's comment

1. Person interviewed
   Husband and wife - 15
   Wife only - 36
   Husband only - 18
   None checked - 2

2. Other comments
   Couple not extension minded
   Extension nothing to offer this family
   Wife may be interested in home bureau
   Father and sons progressive and community-spirited farmers
   Extra time spent in other work besides farming
   Keep 4-H leaders well posted on all new methods of sewing
   Equalization in corn and wheat for your acreages
   Get farmers closer to parity
   Not so many repeated lessons
   Don't think home bureau dues should be raised
   Need more information on T. V.



xtension Editorial Office   University of Illinois   College of Agriculture

Photo Award Program For '59...

Attached are the rules and regulations for the 1959 "Extension In Action" Photography Awards Program.

We hope each of you will take time to look over this program and will resolve to submit some entries during the year. You will notice that we have eliminated the word "contest" from the program. Our primary objective is to help you become better photographers. Our second objective is to give a little recognition to those who are making sound use of photographs in telling the extension story.

Here is an opportunity for you to receive some constructive criticism on your photographic efforts. You stand to gain whether you ever receive a monthly award or not. We sincerely hope to receive entries from 50 percent of the counties this year.

Vote For 4-H Photo Workshop...

A couple of weeks ago we asked for your vote on whether or not we should plan a workshop on how to conduct a 4-H photo workshop. Here are the results of that poll:

36 favored a workshop on how to conduct a 4-H photo workshop.
4 favored a photo workshop but not on 4-H subjects.
2 favored a workshop on writing.
5 favored no workshop at all.

We will keep you posted on plans for the workshop as they develop.

More Interest In Surveys...

Last week we sent you a copy of the results of the Menard County Extension Survey. There was little space for comments about it, but we hope you had a chance to look at it. We have asked Farm Adviser Herb Short and Home Adviser Verna Landis to tell us a little about what they plan to do as a result of the survey.

This week Ogle County's extension team of Hugh Fulkerson and Mrs. Pearl Barnes stopped by to discuss plans for a similar study in Ogle County. At their request, Bob Jarnagin and I will meet with them and their survey committee on February 11. We hope to set up some plans and procedures that may be adaptable in other counties.

The Case Of The Hanging Tongue...

If this weekly message reads a little rushed and hurried...it is. Frankly, the collective office tongue is hanging out from trying to be in three or four places at the same time this week.

Tuesday found the staff dividing time among the Crop Performance Day, Home Bureau Federation meeting, Agricultural Industries Forum, Custom Spray Operators School, and Rural Pastors Short Course. Most of the meetings are continuing today (Wednesday). It's a little hectic, but we like it.

1/29/59

1959 "EXTENSION IN ACTION" PHOTOGRAPHY AWARDS PROGRAM

. For Farm and Home Advisers and Their Assistants

. Monthly Exchange of Photo Ideas

. Constructive Comment on Each Entry

. Monthly Awards

. "Photographer of the Year" Award

STARTS JANUARY, 1959

Get in at the start of this monthly event. Share your photo experiences with other extension workers. This is no mad race to see who is champion extension photographer, but a program to exchange photo ideas and to seek constructive improvement in the important communicative tool called photography. Last year 80 percent of the participants thought the "Extension In Action" Photography Contest was achieving this goal. So, if you consider yourself an amateur, this contest is especially for you. January entries should be in the mail by February 5. Read the contest rules below and join your fellow "Extensioners."

A CO-SPONSOR

PRAIRIE FARMER is keenly interested in encouraging you to communicate better with pictures. Because of this interest, PRAIRIE FARMER is co-sponsoring the "Extension In Action" Photo Awards Program for 1959 and will finance the monthly six awards and make the "Photographer of the Year" presentation.

CONTEST RULES

1. Each Illinois farm or home adviser or assistant is eligible to enter.

2. Entries will consist of:

   a. A newspaper or magazine clipping of one of your pictures that has been published for the month entered. You do not need to send prints with the clippings unless you think the clipping does not do justice to the original print. We will ask the monthly award winners to send in negatives in order to get their awards and to reproduce their photo ideas in the quarterly "Extension In Action Photo Winners" sheet.

   b. Exhibit photos. To qualify for entry, they must be 8 x 10 inches in size and accompanied by a diagram or photo of the exhibit showing how the picture was used.

3. You may enter as many clippings each month as you wish. Entries will be returned only upon request. Each entry must be accompanied by an entry blank.

4. Each month will be a contest period. Clippings or exhibit photos entered for any one month must be postmarked no later than the 5th of the following month. Month of publication or display of the exhibit determines when your entry should be made. For example, if you had two photo clippings and one exhibit picture published and displayed in March, they must be postmarked not later than April 5 to be eligible.

5. Judging will be based on:

   a. Contribution to the message....................50 points

   b. Composition....................................40 points

   c. Quality..10 points

AWARDS AND PRIZES

A "Photographer of the Month" will be named each month along with a second-place winner and honorable mentions as appropriate. ALL WINNERS WILL RECEIVE a mounted 11 x 14 print of their prize-winning photograph if they can furnish a negative. These will be useful in decorating the county extension office or instructing 4-H photography. PRAIRIE FARMER will pay for the mounted photos as awards.

Photographer of the Year Award

Each month's winners will earn points toward this grand award, which will be presented during the annual Extension Conference in October. You do not have to enter each month to be eligible. Points will be awarded as follows:

a. Photographer of the Month............................5 points

b. Second-place winner..................................3 points

c. Honorable..1 point

d. Photos published by PRAIRIE FARMER..................3 points

PRAIRIE FARMER is interested in good photographs of general appeal to farmers and their families anywhere in Illinois. If you have such photos, send them to Jim Thompson, Managing Editor, PRAIRIE FARMER, 1230 W. Washington Blvd., Chicago 7, Illinois.

SEND YOUR ENTRIES TO:

Jack Everly
Assistant Extension Editor
330 Mumford Hall
Urbana, Illinois

Get busy with your camera and send in an armful of clippings and pictures before each month's deadline. Remember to send an entry form with each clipping or exhibit picture. You can duplicate them or request a supply from the Extension Editorial Office, 330 Mumford Hall, Urbana, Illinois.

It Says Here... NEWS for and about the Counties

xtension Editorial Office University of Illinois College of Agriculture

Whiteside County "Teens"...

Many of you will be interested in Ted Kuhnen's attached report on an interesting organization of young people in Whiteside County. Assistant State Leader Bill Coolidge passed the report on to us, and we are sending it along to you.

Can't Get There From Here...

For years we had been receiving county requests for biographical sketches of extension specialists. Finally, some alert person said, "Why don't you put out a booklet containing biographical sketches of all the specialists, and then we won't have to be writing to you?"

So we worked night and day to put together just such a book. We called it "FOR BETTER INTRODUCTIONS," and we sent it to all farm advisers and assistant farm advisers.

Now hardly a week goes by but that we don't get a letter from a county asking us to send a biographical sketch of some specialist. So if we were to quote an old American proverb it would be, "He who looks first in FOR BETTER INTRODUCTIONS for biographical sketch of specialist may save 4 cents postage."

Festival Promotion...

Farm advisers will find a Festival picture and story in this week's packet. The picture has been sent to daily papers, but you can use it in your county publication or post it on your bulletin board.

2-5-59

Slidefilms From Vo-Ag Service...

Through the cooperation of Melvin Henderson and the Vocational Agriculture Service we are sending you a completely revised listing of the slidefilms available from that service. Although these films were produced for classroom teaching, it seems to us that many of them are suitable for use in your county extension program.

If you wish to order films, follow this procedure--and you will get them free of charge:

1. Send your request to the Extension Editorial Office, 330 Mumford Hall, Urbana.

2. Request the slidefilms by the indicated film number. If you wish more than one print of any one film, specify the number of prints.

3. The Extension Service here will pay for all films ordered. YOU DO NOT HAVE TO SEND A REQUISITION OR CASH WITH YOUR ORDER.

As a favor to us, would you tell the county home adviser about the five films on identifying cuts of meat. She may want to order them for use in her programs.

Don Lee Reports Results...

We have at hand three tear sheets of the front page of the Mt. Vernon Register-News sent to us by Farm Adviser Don O. Lee. Each page has a story about Don's Jefferson County extension program and shows the results of his good working relationships with his local newspapers.

A Report From Whiteside County

By Ted Kuhnen, Assistant Farm Adviser

Whiteside County Top Teens

We started the group in February 1958 by inviting all 4-H'ers presently enrolled who were between the ages of 16 and 21. This included both boys and girls. The group is on a county-wide basis, and we regard it as an activity for the older members.

My wife and I and another couple here in the county are the leaders of the group. We hold monthly meetings as a group, and at these meetings we usually have an educational feature and recreation. We sometimes have a split educational feature where the girls hear one speaker and the boys another, and they are together for recreation and refreshments.

All of the members must be members of a local club, and they carry all their projects in that local club. We did this to keep the older members in their local clubs to help with leadership.

Our attendance has been between 40 and 60, fairly evenly split between boys and girls. We have a constitution and officers. The group has sponsored a chicken barbecue and a square dance in the past year.

We have no Rural Youth in the county, but I believe the group may compete somewhat with 4-H Federation. It is getting increasingly hard to plan two separate programs and have a variety for both groups.

It Says Here... NEWS for and about the Counties

xtension Editorial Office University of Illinois College of Agriculture

50 Questions On Communications...

At the January district conferences, many of you listed a number of questions you had about communications. We tabulated these questions and selected the 50 most common ones.

One source of information that may help you answer these questions is the guidebook, *Getting Information to Farm Families*. Partly as a gag and partly as a help to you, we are attaching a list of the 50 most commonly asked questions on communications, together with the page number in the guidebook where you may find some answers.

If you don't have a copy of the book, you can get one by writing to the Publications Office, Room 110 Mumford Hall.

How Many Did This?...

Menard County Farm Adviser Herb Short devoted one of his recent weekly columns to the narrative portion of his annual report. In this column he gave six answers to the question, "How Can I Use the Extension Service?"

1. Ask the farm adviser for help in solving a problem.
2. Attend extension meetings and tours.
3. Observe the results of demonstration plots.
4. Read the newsletters sent out by the farm adviser.
5. Read the information on farming practices appearing in the farm adviser's column and other news articles.
6. Read extension articles appearing in the farm magazines.

In The Packet...

Farm advisers will find another *Successful Farming* wall chart in the packet this week. The subject is trefoil.

February Timely Paragraphs...

By this time all farm advisers should have received *Timely Paragraphs* for February. At the district conferences, a number of advisers expressed appreciation for this monthly selection of timely information items. Credit should go to the subject-matter specialists who prepare them each month for processing by our office. You can help our cause and yours by letting the specialists know you like them.

We've often wondered if home advisers would again like to receive Timely Paragraphs on home economics subjects. If you would, let us know.

Peoria County Report...

Farm Adviser George Perisho was good enough to send us a copy of the nicely multilithed *Peoria County Report of 1958 Agricultural Extension Activities*. The report, in booklet form, was prepared by the Extension Council. George didn't say so, but he may have a few extra copies if any of you would like to take a look at it.

A Thought On Relationships...

If you want to keep old friends and win new ones, compliment in public and criticize in private.

2-12-59

50 QUESTIONS ON COMMUNICATIONS

(1) Often asked by farm advisers and home advisers
(2) Answered in GETTING INFORMATION TO FARM FAMILIES

Several years ago we wrote a guidebook called Getting Information to Farm Families. Its purpose was to answer some of the more common questions about communications asked by farm advisers and home advisers. When it was first published, all advisers and assistant advisers got copies. It has a yellow cover.

At the recent district extension conferences, we asked advisers to list questions they had about communications. From this list we picked the 50 most common ones. The funny thing is that the answers to some of these questions are in the guidebook, Getting Information to Farm Families. We've listed the questions below, along with the page number in the book where you can find information that may help you answer the question.

If you don't have a copy of this book and want one, write to the Publications Office, Room 110 Mumford Hall.

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3. How do I organize my facts before writing?	49
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(more)

Extension Editorial Office
330 Mumford Hall
Urbana, Illinois

HR:PAC:sl
2/11/59

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

Follow-Up On A Survey...

A couple of weeks ago we sent you a copy of the results of the Menard County Extension Survey.

At that time we indicated that we had asked Farm Adviser Herb Short and Home Adviser Verna Landis to give their interpretation of the results.

Here is their report:

"The results of the survey were discussed at a joint meeting of the Home Economics and Agriculture Extension Councils on January 12. Here are the conclusions reached by the councils.

"1. Farm Adviser's column and Home Adviser's newsletter have a large readership. These columns should be continued. Home Adviser should write column for the Farm Bureau Bulletin also. This will be inaugurated in the February issue.

"Farm Adviser and Agriculture Extension Council chairman will visit the editors of all three weekly newspapers and discuss survey results with them.

"2. People would rather have information mailed to them than to attend meetings. If they have a special problem, they would rather come to the office.

"3. Radio program not feasible. Would have to drive to Springfield (21 miles). Not enough people listen to local stations to justify a program.

"4. Farm Adviser should continue program of conducting demonstration plots. The survey indicates that more information is needed on crops and soils.

"5. Construct a bulletin rack as a method of increasing bulletin distribution.

Follow-Up On A Survey Continued...

"6. Some people are willing to serve as group leader if asked.

"7. Many people do not know what problems they do have.

"8. A majority of people do not know that they can receive information and help without belonging to the Farm Bureau or Home Bureau.

"9. Interviewers felt that we needed to provide more leadership training.

"We had already received questions as to why the percent of children in 4-H Club work was so low. The interviewers stated that the children in the families contacted were too young or too old for 4-H Club work."

Ray and Mary Order Headings...

From Boone County Farm Adviser Ray Grace comes a tear sheet of the farm page of the Belvidere Daily Republican. Along with a three-column picture of the county Extension Council in action and a couple of stories from our office, most of the information on this page consists of personal columns by Ray and Home Adviser Mary Cheze, plus one by the county veterinarian. This personalized way of reporting the news in Boone county ought to attract many farm readers to the page. We notice many names of local people in Ray's and Mary's columns. That's good. Incidentally, both Ray and Mary ordered new illustrated column headings for their columns. That's a service of our office that we offer to all of you who would like to have them.

2/18/59

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

Festival Promotion Build-Up...

The 1959 Farm and Home Festival is just four weeks away. From what we have seen of plans, the six exhibit areas promise to be even more attractive and exciting than last year. The speaking program includes an array of outstanding topics. Committees are hard at work to make sure there is plenty of food and places to park.

One of the big remaining jobs is to make sure every citizen in the state knows about the Festival.

We have a rather ambitious promotion program swinging into high gear from the state office. Our efforts are only a drop in the bucket, however, compared with the kind of job you people can do in the counties.

It seems to us that the Festival offers you a unique opportunity to promote your own program. Too many local residents still do not fully understand the relationship between the county extension representative and the University's College of Agriculture. There is not enough appreciation of the fact that your recommendations for the farm and for the home are based upon solid research. The Festival will help you get these points across to your people.

Some Aids On The Way...

This week we are mailing each county seven Festival posters. We are asking that the farm and home adviser jointly decide where they should be posted.

Next week we will be sending a supply of promotion flyers and a packet of suggested promotion aids.

Our Help Is Limited...

As you well know, we can supply only a small portion of the promotion material you could use in your county. Even this limited material will have to be adapted to your particular county situation.

There are few limits, though, to what you can do in your county. While there are no prizes for the county doing the best job, there will be the satisfaction of helping to make this event one of the most successful of the year.

New Faces In Photo Critique...

Nancy D. Judd of Mason, Kenneth Cook of Pulaski-Alexander, Edward Gillespie of Vermilion, and George Myers of Sangamon contributed their first entries in the Extension In Action Photo program.

After nine months of consistently striving for improvement in his entries, Jerry Payne of Henry County hit the jackpot. His pony picture contributed a great deal to a story about a meeting to organize a 4-H Horse and Pony Club. His entry won the January Photo of the Month Award. Second place went to Emil Mosser of White County for a very successful photo story on 4-H in his county during the past year. It had a beginning and an ending, a point everyone should remember in shooting a good photo story. Both Payne and Mosser will receive 11 by 14 pictures of their entries already mounted and suitable for hanging on the extension office wall. These photos are awarded by PRAIRIE FARMER, co-sponsor of the award program.

Entries for February close March 5.

2/26/59



Extension Editorial Office University of Illinois College of Agriculture

Festival Promotion Packet...

The special packet of promotion materials for the Farm and Home Festival went into the mails earlier this week. All farm and home advisers should have received their copies by this time. We hope you will find these materials useful in promoting the Festival in your county. If we can supply additional information, please let us know.

Illinois In The National Magazines...

Once in a while we hear loyal College of Agriculture supporters express the opinion that we don't receive the attention in the national farm magazines that the College deserves.

Last year we tabulated the "source of content" of all information material in SUCCESSFUL FARMING, FARM JOURNAL, and CAPPER'S FARMER for the 12 months of 1957. Of the 12 North Central states, we found that the College of Agriculture ranked first in total mentions in SUCCESSFUL FARMING, fourth in FARM JOURNAL, and seventh in CAPPER'S FARMER. In over-all totals for the three magazines, we ranked third in combined totals of features and shorts.

We repeated the study this year for the 12 months of 1958. The record is even better. Illinois again ranked first in SUCCESSFUL FARMING and moved up to third in FARM JOURNAL and up to second in CAPPER'S FARMER. In over-all totals for the three magazines, Illinois ranked second in features, tied for first in shorts, and was second in combined totals of features and shorts. Iowa ranked first and Purdue third.

Cooperation On Conservation...

A month or so ago, Wabash County Farm Adviser Venus Vaughn teamed up with the SCS farm planner and the ASC office to furnish copy for a special soil conservation issue of the Mt. Carmel Daily Republican-Register.

The newspaper had the issue in the hands of farmers and businessmen before the annual SCS meeting.

Try New Dairy Day Technique...

One of the purposes of this weekly message is to pass along ideas on communications that have been tried in the counties.

Attached is a copy of a letter from Pulaski-Alexander County's Assistant Farm Adviser Kenneth Cook that tells about a meeting technique the extension staff used successfully at their recent Dairy Day meeting.

Localizing Information...

Advisers often mention that editors are reluctant to use straight subject-matter stories because the information isn't "local." How can the problem be handled?

We would have these suggestions:

1. Discuss the problem with your editor, pointing out that, although the source of the information may not be local, the problem is local.
2. Wherever possible, present the information from the standpoint of local farmer experience.
3. Rewrite the story to make sure you have included your county name.

COPY

February 26, 1959

Mr. Hadley Read
Extension Editor
330 Mumford Hall
University of Illinois
Urbana, Illinois

Dear Mr. Read:

We here in Pulaski-Alexander Counties have attempted to use some of the information and techniques, which have been presented at our district training conferences. We have made use of the workshop technique and thought that our observations might be of value to some of the other advisers in the state.

Dairy Day was a meeting around which the workshop was organized. The Dairy Committee had suggested some ten topics, which they felt were problem areas for dairymen. We made up little booklets of ten pages, each one headed by one of these topics. Those who attended Dairy Day were then asked to write down any questions they might have concerning these topics, one of which was a miscellaneous topic.

Attendance was small, and it looked for awhile like there would be very few questions written down. It seemed that those in attendance did not readily grasp the idea or the importance of their writing down their questions. The discussion part of the meeting was, therefore, delayed some thirty to forty-five minutes.

Once the questionnaires were handed in, they were divided so that all of the questions asked under one topic were in a set. The group was divided so as to allow each group to summarize the questions on a particular topic.

Discussion started by asking group No. 1 what seemed to be the most important question in their set. There were plenty of resource people on hand to answer each question. If there were any questions or discussion, such was allowed. After the first question was disposed of, we moved to the second group for their leading question. In like manner, we moved on around the circle of ten groups. During the total of about an hour and a half discussion, we were able to cover two questions from each group. While not all of the questions were asked, those that remained were not of as much importance.

Rather than introduce the resource people at the beginning of the meeting, they were introduced as a question was referred to them or following their discussion of a question, if they began the discussion without the moderator's having introduced them. These resource people were part of the summarizing groups and, therefore, were truly an intricate part of the group, and not "sore thumbs" stuck out front to be looked at.

Mr. Hadley Read
Page 2
February 26, 1959

The evaluation sheet, which was handed out at the end of the meeting, gave the following results:

1. How would you rate this Dairy Day Program as to the usefulness to you of the information presented?

   Excellent - 15 Good - 8
   Fair - 1 Poor - None

2. How did you like the way in which this Dairy Day Program was presented?

   Very well - 21 Okay - 4
   I didn't - None

3. What did you like best about this program? Informality was most often noted, but other things also mentioned included briefness of answers, "I had an opportunity to ask questions," and the general air of cooperation and interest.

4. What did you like least about this program? Not enough time for discussion was the major response here.

5. How can the program be improved next year? The most often mentioned response here was get a larger crowd next year.

6. How well answered were the questions which you wrote and/or asked?

   Very well - 14 Well - 4
   Fair - 1 Poor - None

We feel that this trial of the workshop type method has been quite successful, and we believe that, based on this experience, a similar meeting next year would be less time consuming in preparation for the discussion period. This technique seemed to have been well accepted by the dairymen and resource people alike. We feel that it is well worth using again.

Very truly yours,

(S) Kenneth S. Cook

Kenneth S. Cook
Assistant Farm Adviser

KSC:gb

cc: Mr. Harold H. Gordon
119 Mumford Hall
University of Illinois
Urbana, Illinois

It Says Here... NEWS for and about the Counties

Extension Editorial Office — University of Illinois — College of Agriculture

Mail Festival Programs...

This week we are mailing 50 copies of the official Farm and Home Festival program to each county. To save mailing charges, we are sending one bulk package of the programs addressed to the farm adviser. This is to request that the farm adviser and home adviser work out plans for joint distribution of the programs in the county.

As we mentioned previously, copies are being mailed directly to those persons who attended the Festival last year--if they registered. You will want to distribute your limited supply to the key people in your county. Urge each person who receives a copy to share it with friends and neighbors.

Invite Your Press-Radio-TV Editors...

Again this year our Festival Press Headquarters will be in our visual services building just east of the agricultural engineering building. Special packets of informational material will be available for visiting press, radio, and television editors.

We would appreciate it very much if the farm and home advisers in each county would extend the official Festival invitation for the College of Agriculture to county media editors. Local editors would each appreciate receiving a copy of the program.

We, of course, invite you to pay a visit to Press Headquarters sometime during your stay at the Festival. If you want to make an on-the-spot tape recording for your local radio program, we can arrange that.

Plan Ogle County Survey...

Ogle county extension staff members will have a better idea about what their people know about the Extension Service and what they want for future extension programs when the Ag and Home Ec councils complete a county survey now in the planning stage.

Last Friday Assistant Editors Jessie Heathman and Harold Guither helped Farm Adviser Hugh Fulkerson, Home Adviser Pearl Barnes, Assistant Farm Adviser Charles Hammil, and the council survey committee design questions to be used in the survey, plan the sampling procedure, and set up plans for taking the survey. If present plans work out, we think this will be one of the best surveys taken by any county in the state.

Special Editions Coming In...

Last week Assistant Farm Adviser Robert Hood sent us a copy of the annual 4-H Week edition of the Dixon Evening Telegraph. Both Lee County and Ogle County contribute to this excellent presentation of 4-H Club work in the two counties.

The 24-page edition is generously supported by advertising from local commercial firms.

Another excellent 4-H edition is the one published by the Joliet Herald News. Farm Adviser Andy Wicklein personally delivered our copy of the 32-page edition.

Pulaski-Alexander Assistant Youth Adviser Florita Hogendobler also sent us a spread on Club Week from the Cairo Evening Citizen.

3-12-59

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

ARM JOURNAL Polls Farmers...

FARM JOURNAL Associate Editor Claude ifford visited the office this week. hile here he showed us the advance roofs of an article to appear in the pril issue--out next week. The article resents the results of a poll conducted y the magazine to determine the kind of arm program farmers want.

The FARM JOURNAL editors were surrised at the results. We were surprised, nd we think you will be too.

our Answers Will Help...

This week each farm adviser will receive a brief questionnaire. It seeks answers to questions regarding your county information program. The survey is art of a graduate research program, and on Greeneisen will use the findings in is master's thesis.

We know that most of you probably resist questionnaires as much as we do. ven so, we hope you will take the 5 or 0 minutes necessary to check your answers and return the form to us.

Home advisers filled out a similar uestionnaire last winter. The results f that survey have been tabulated.

or Better Introductions...

By this time each home adviser should ave received a copy of "For Better Introductions...." This mimeograph publication contains brief biographical sketches of home economics extension ersonnel and other extension workers ho may have a part in county home economics extension programs.

Editors Out In The State...

At several of the January district conferences, advisers were asked to jot down suggestions for improving editorial services. A number of cards carried a version of this advice: "The editors should get out into the state more to get an idea of county personnel problems."

The editors agree with this advice, but it wouldn't hurt to exert a little pressure. Seldom do we wake up in the morning and say, "Well, guess I'll take a little trip around the state to see what problems farm and home advisers are having." We're available, and we can be had for the asking.

4-H Photo Story Is Winner...

An exceptional photo story contributed by H. Brinkmeier of Logan County won top recognition in the February Photography Awards Program. It showed a young 4-H'er wrestling a steer in a 4-H "steer scramble" held annually at the fairgrounds. The final photo shows the boy and steer as they are now. The photo story rather neatly leads up to a banquet for all 4-H "scramblers" and their sponsors. It is a practical way of giving recognition to the sponsor without having him in the picture.

Kenneth Cook of Pulaski-Alexander combined photos of a craft school with an excellent story in the <u>Cairo Evening Citizen</u> which placed second. Honorable mention went to Jerry Payne of Henry, Robert Wack of Stephenson and E. Mosser of White. PRAIRIE FARMER will award 11 by 14 mounted prints of the winning photos.

3-19-59



Extension Editorial Office University of Illinois College of Agriculture

Wack Localizes Information...

Often just a sentence in a general state story will give it local application.

Recently we issued a release based upon the seed oats survey. The release mentioned that "This study, covering 60 counties, was made by farm advisers in cooperation..,etc."

After that sentence, Farm Adviser Bob Wack added this one: "Thirty-five Stephenson County farmers gave samples to Farm Advisers H. R. Wack and W. McAllister when they called at their farms."

Mail Citizens Committee Newsletter...

President Henry's office has asked us to forward copies of the March 17 University of Illinois Citizens Committee Newsletter. Each farm adviser and home adviser will find a copy in this week's mailing. As we have mentioned previously, President Henry is sincerely interested in keeping county extension workers informed concerning general University developments. Please share your copy with your assistants.

CORRECTION for "Timely Paragraphs"...

If you have your copy of the April "Timely Paragraphs" handy, make this correction at the bottom of page 1. The sentence should read, "It cost farm record-keepers $10.68 in feed cost to produce 100 pounds of pork in 1958. The average number of pigs weaned per litter was 7.3."

Newton Press Plugs Johnson...

The February 24 issue of the Newton Press carried this front-page banner headline: "Court Room Packed For Pat Johnson Day." This was the lead:

"Jasper county farmers filled the Circuit Court room of the courthouse to capacity Thursday for another Pat Johnson Day program disclosing what's new for 1959 in agriculture of this area."

The lead story went on to give readers a complete report on Pat's presentation. The preceding issue had carried a big story announcing the meeting. The following one reported a speech Pat gave before another meeting in Newton.

Hats Off to 4-H...

We doff our Easter hat this week to the Hancock County Journal, the Pike County Democrat-Times and the Pike County Republican for special 4-H editions or pages. Our thanks to Assistant Farm Adviser George Myers and Assistant Home Adviser Barbara Forgy for letting us know about them.

Add M.S. to Mrs. Ligon...

In preparing the biographical information on home economics extension specialists and administrative personnel for use in "For Better Introductions," we inadvertently failed to indicate a second degree for Mrs. Mary Ligon. Her biographical statement should include mention of an M.S. degree.

3/26/69



Extension Editorial Office University of Illinois College of Agriculture

The Response Floored Us...

As of this week, 82 farm advisers have returned their questionnaires on county information programs. We are sincerely pleased over this rapid response, and we thank you kindly.

We do hope for a 100 percent return, though, so if you are one of the few who have not sent back your questionnaire, We surely would like to have it soon.

Direct Mail From Byron Hutchins...

Carroll County Farm Adviser Byron Hutchins is trying out a system of direct mail information for farmers and others in the county.

He prepared sample copies of brief, direct mail reports and sent them to a list of 2,000 farmers, city landlords and retired farmers. His covering letter explained that he was starting a new service of such reports covering beef, hogs, sheep, dairy cattle and poultry. Those wishing to receive the reports were asked to check the return card, indicating which subjects they were interested in.

Byron reports that he has received 425 returns so far.

In our judgment, this is an ambitious project for one county to undertake, and we commend Byron for his initiative. At the same time, we wonder if the state staff of extension specialists might not be called on more to prepare such direct mail reports for distribution in the counties. Perhaps your farm adviser information committee would want to look into this possibility.

3/31/59

On To Stardom!...

Eight East-Central Illinois farm advisers take their "big-screen" test on TV during the weeks of April 20 and April 27. Advisers McCue, Hertz, Bantz, Rowand, Wilson, Kamm, Myers and Imig each will handle one of the noon "Farm Report" programs on WCIA, Champaign, during TV Editor Bob Nemcik's vacation.

Here's the schedule:

April 20 -- Ford County
April 21 -- Vermilion County
April 22 -- Ford County
April 23 -- Livingston County
April 24 -- Macon County

April 27 -- Iroquois County
April 28 -- Douglas County
April 29 -- Champaign County
April 30 -- Piatt County
May 1 -- Champaign County

We know from our own experience that they'll be thoroughly rewarded for their efforts. This is an excellent opportunity to inform farmers and city folks about the work of the Extension Service.

Sources Of Information...

Homemakers in Grant County, New Mexico, were asked to name their main sources of homemaking information.

Here are the percentages of the homemakers who listed the various sources:

1. Mass media methods.........77%
2. Friends and neighbors......31%
3. Contact with agents........21%
4. Group methods..............19%

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

Post-Festival Reflections...

The second Farm and Home Festival is history. Some will judge it better than last year. Some will say it was not as good. There will be differences of opinion regarding the size of the crowd and the effectiveness of the exhibits.

The main question to be resolved concerns the future. Should the Festival be an annual event on the campus? Should it be staged every other year? Should it be held in different sections of the state each year?

Dean Howard and his administrative associates are seriously considering those questions and others. A small evaluation committee is at work. One survey of the audience was conducted during the Festival, and the returns are being tabulated. Staff opinions will be obtained, and plans call for a poll of county staff workers.

In all of the discussion, it is difficult to establish standards against which to measure.

How big should the crowd be? How much staff time is justified? And how much money? What value should be placed on the publicity the Festival receives? How important is it for the rest of the University to know a little more about the work of the College of Agriculture?

Such questions are not easily answered, but some kind of answer is needed before a final evaluation can be made. You need not wait for the official survey before expressing your opinions.

Wall Chart For Advisers...

This week's packet for farm advisers contains a colorful and informative wall chart on the subject of "How to Build a Good Calf."

This chart, like others sent during the past year, is furnished by SUCCESSFUL FARMING magazine as a service to agricultural leaders. We hope you will find them useful. If you do not, let us know, and the series will be discontinued.

Garden Show Goes Commercial...

If you watched the College of Agriculture TV garden show, "Behind The Garden Gate," last Saturday, you will know something new has been added. Commercials. For a trial period of six weeks, this show, produced in cooperation with the Department of Horticulture, will be commercially sponsored. This is our first experience with a college-produced sponsored program. After the six-week period we will decide whether or not we liked the experience. If you have opinions, or if you pick up comments from folks in the counties, we would like to have them.

Ogle County Survey...

Assistant editors Harold Guither and Jessie Heathman are spending an evening in Ogle county this week working with the county extension staff on plans for their county survey. Hugh Fulkerson and associates met with us during the Festival to check over the proposed questionnaire. Suggestions for successful personal interviewing will be discussed at the meeting this week.

4-9-59



Extension Editorial Office University of Illinois College of Agriculture

Editors Attend Conference...

This week members of the extension editorial staff attended a three-day conference on consumer marketing information. The conference was held in Chicago for editorial workers from the 12 north central states.

Each of the ten states represented reported on their marketing services and told how they felt that these services could be improved. In addition, several outstanding persons in the field of marketing and consumer information gave presentations.

Radio Tapes To Fit Your Needs...

Another list of taped discussions with farm specialists was sent your way last week. If you haven't been using this service, it might be worth checking. Jon Greeneisen reports that at present about ten farm advisers are regularly sending tapes for dubs of interviews that are pertinent to their counties.

Highest use of this service occurred last summer. Many counties used the tapes to fill radio commitments that were difficult to meet because of field days, fairs and vacations--an idea worth keeping in mind.

Last week's list of tapes included two special series of interviews--one on dairy records and the other on gardening. If, from time to time, you would like recordings on specific topics, let us know. Jon will line up a specialist and record a tape to fit your needs. All we need to have is a general idea of questions you want answered and how long the tape should run.

The Logic Of Leadership...

Not being a sociologist, we're on thin ice here. But have you ever tried sitting down and listing the 10 people in a community who seem to have the most influence in community affairs? We'd be surprised if the newspaper editor were not included on most lists--not all editors, but most of them. The banker would probably be another, and the local minister.

If such a list could be made up, it would be a pretty good idea to see that those people were currently informed on the county extension program. Especially the editor.

Identify Weekly News Releases...

Assistant editor Bob Jarnagin reminds advisers who have regular weekly news services to be sure to include your name, address, and telephone number on the first page of the releases. This saves an editor's time when he wants to call you on the phone to check a point or to get some more information.

Seasonalize Your Bulletin Rack...

One way to keep your bulletins and circulars working for you is to "seasonalize" your bulletin rack each month. Put away out-of-season bulletins and add new ones that are in season. A monthly newspaper story on the availability of seasonal bulletins would also help to get the valuable information out to the farmers and homemakers.

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

Dates and Data From Brown County...

Brown County Farm Adviser Arthur Haas recently sent us a copy of "Dates and Data." This is Arthur's monthly direct mail letter which he sends to all members of rural routes originating in Brown County. The letter carries information about upcoming events in the county along with a liberal assortment of items on timely farm topics.

April Tulip To Rochelle News...

A few weeks ago we complimented the Dixon Evening Telegraph for that newspaper's special 4-H edition. Now our thanks go to alert Charles Hammil, Ogle County's Asst. Farm Adviser, who writes:

"We are fortunate in Ogle County to have other newspapers which also gave National 4-H Club Week good publicity.

"Enclosed is a copy of the Rochelle News, which had approximately twenty-five articles, eight pictures, and one full page of promotional information on 4-H Club work in the county."

Home Demonstration Week...

This week we are sending home advisers suggestions and tips for your use during National Home Demonstration Week, May 3-9. We hope you will use the mass media in your county to tell the public of your program. As you know, we believe you can do a more effective job of explaining this and similar information to your county than we can. So we hope you will.

4/23/59

Start Summarizing Returns...

Within the next few days, Asst. Extension Editor Jon Greeneisen, will start summarizing the questionnaire returns from farm advisers on county information programs. There are still 12 counties unreported, and we would like to have all the countiss in before we start the compilation work.

If you are one of the 12 advisers who "misplaced" the questionnaire, do not be concerned. We are sending you another one this week.

The Problem of Surpluses...

Last night (Tuesday) we heard Stanley Andrews address the Grain Dealers Conference here on the campus. Andrews is now Director of the National Project in Agricultural Communications. He is an international authority on foreign agriculture having headed up the Foreign Agricultural Service and the Point Four program at various times in his career.

He talked about American agriculture and the world situation and made two major points. Both are worth thinking about:

1. The United States can do itself untold harm in world affairs if we try to solve our agricultural surplus problem by dumping our unwanted commodities into the markets of other countries where they may not be wanted either.

2. Any program to help feed certain nations or certain peoples should be based upon the long-time needs of those countries and those peoples and not upon our need to get rid of agricultural surpluses.



Extension Editorial Office University of Illinois College of Agriculture

PRAIRIE FARMER Publishes Mosser Photo...

Emil Mosser of White county is the first to collect three points for a photo published by PRAIRIE FARMER in the current Photography Awards Program. These points count toward the Photographer of the Year Award.

PRAIRIE FARMER likes good photographs of general interest to Illinois farmers and their families. If you have such photos, send them to Jim Thomson, Managing Editor, PRAIRIE FARMER, 1230 Washington Boulevard, Chicago 7. Then enter them in the awards program to collect points.

Congratulations are in order for William McAllister, Stephenson county assistant farm adviser, for taking the top photo of the month. His well composed, high quality picture depicts the selling of a 4-H girl's calf to a 4-H boy. Warren Myers of Macon county captured second place with a photograph on 4-H safety instruction. Honorable mentions go to Melvin Fink of Henry county and to Emil Mosser.

Plant Disease Pointers...

The first issue of Plant Disease Pointers, written by extension plant pathologist M. P. Britton, will cross your desk this week. This new informational letter is written specifically for the county extension staff. It deals with disease problems in the major field crops.

After looking at the first issue, we think the letter will help you give on-the-spot plant disease information instead of always having to wait for a diagnosis.

Plan FFA Convention Coverage...

The biggest single event of the Illinois FFA is the annual convention in Springfield each June. And this year we'll be working to make it even bigger by informing Illinois folk about it through the media outlets.

Yesterday we met with H. R. Damisch and Vernon Burgener of the state FFA office to map plans for the 1959 convention June 16-18. Actually the local chapters will do the biggest part of telling the FFA convention story. We'll be sending vocational agriculture teachers suggestions on how to do it in a few days.

We consider this an excellent opportunity to be of service to a worthwhile youth group and to make Illinois farm boys more aware of the College of Agriculture.

Cover Dairy Science Meeting...

This office is also making extensive plans to cover the annual meeting of the American Dairy Science Association on the campus June 15-17. We expect that 25 or 30 editors of the dairy press and other national publications will attend the meeting. We plan to provide press headquarters for them, as well as two radio recording rooms for those who want to make tape recordings for their local radio stations. Registration and headquarters for the meeting will be in Garner House, one of the men's new dormitories west of Huff Gym.



Extension Editorial Office University of Illinois College of Agriculture

Wall Chart on Minimum Tillage...

Farm advisers will find another excellent SUCCESSFUL FARMING wall chart in this week's packet. This one is on minimum tillage and quotes the work of engineers Paul Bateman and Wendell Bowers of our agricultural engineering staff here in Illinois.

Articles For National Magazines...

From time to time we are asked about policies and procedures for submitting articles to national magazines. One question is whether the same articles should be submitted to more than one magazine.

The answer to that question is "no." Most magazines, farm or general, have a policy of paying for submitted material on a free-lance EXCLUSIVE basis. In other words, when a magazine accepts and pays for an article, it assumes that the article has NOT been submitted to any other publication with more than local circulation.

Submit your article or pictures to one magazine at a time. If that magazine does not accept it, the editors will return it to you and you are free to submit it to a second magazine.

Ward's Camera Catalog...

The current Montgomery Ward Camera Catalog lists one model of the Contaflex camera at a drastically reduced price. Photo Editor Jack Everly has recommended this camera. If you want the catalog, write to Montgomery Ward, Department R-MS9, Chicago 7, Illinois.

A Professional Extension Journal...

We were in Washington last week to attend a special committee meeting on "the need for a professional Extension Journal."

This committee was appointed two years ago by the Extension Committee on Organization and Policy (ECOP) to explore the advisability of establishing such a professional journal in the field of cooperative extension. When preliminary studies indicated a need for the journal, ECOP requested further investigation to consider means of getting it started.

Our report shows that such a journal will need the "sponsorship and support" of the professional extension organizations. These would include the National County Agents Association, National Home Demonstration Agents Association, National 4-H Club Agents Association, American Association of Agricultural College Editors, and Epsilon Sigma Phi.

Initial financial support for the publication would need to come from outside grant sources. Continuing support would have to come from extension workers. Such support might come from personal subscriptions, state subscriptions, percentages of dues paid by extension workers to their national associations, or a combination of these and other alternatives.

The tentative schedule calls for presentation of "plans for the journal" before the executive boards of the national associations in June. If the plans are approved, you will receive a more complete report at your national meetings this fall.

5/7/59

It Says Here . . .

A Little Late for Spring...

Take note, please, of the new headpiece on this weekly letter to county extension workers. With summer so near, we can't call it the new spring style. Maybe it is just early summer fashion.

Frankly, we just got tired of looking at the old heading and thought you might have had the same feeling.

FFA Foundation Awards...

This Saturday 70 FFA boys will meet on the campus. They are coming for the final elimination round for the FFA Foundation awards. Five boys are competing for each of the 13 awards, and five more are seeking the title of Illinois Star Farmer.

Our office will be on hand to take pictures, write stories and make tape recordings with the winners. These will be released immediately, although the winners will not formally receive their awards until the FFA Convention in Springfield June 16-18.

WLBK Audience Listening Survey...

DeKalb County's E. E. Golden writes that radio station WLBK recently surveyed a group of 169 homemakers. Of this number, 39 percent were farm homemakers from the greater DeKalb area.

According to results, 62 percent of these farm homemakers said they listen to the Farm Reporter Time before 7 a.m. Some 57 percent said their husbands listened to the market reports between 6:25 and 6:35 a.m. A phenomenal 92 percent tune in each day to the Farm Roundup between 12:10 and 12:50. On Saturdays, 65 percent said they listen to the 4-H program, and 64 percent listen to the Home Bureau program. Extension workers in this area are certainly getting a good response to their radio efforts.

Introducing Speakers...

Hardly a day goes by that a farm or home adviser doesn't introduce a speaker or is introduced himself. Introducing speakers properly is an important job. And it is not one to handle carelessly.

Here are some tips for introducing speakers which we think can help you do a better job.

Audiences usually have these kinds of questions about speakers, and your introduction should answer them:

1. Who is that guy? Don't assume that everyone knows a speaker's name even if he is well known.
2. Where does he come from? Where did he come from originally, and where does he come from now. Keep the rest of his jobs and places of residence to a minimum unless they bear directly on why he is here.
3. Is he qualified to speak on this subject? Choose only those things from the speaker's background, experience, and abilities that relate directly to the subject.
4. Why should I listen? Point up the need for information on this subject for this particular audience. Create interest in the subject.

Some Do's and Don'ts...

- .Do be brief!!
- .Do check the introduction you plan to make with the speaker.
- .Do ask the speaker if he minds a joke about himself.
- .Do sound enthusiastic.
- .Do announce the title or subject of the speech.
- .Don't use trite remarks, such as "We are fortunate tonight to have...."
- .Don't mix the introduction with announcements and committee reports.

5-14-59

It Says Here . . .

Nemcik To The City...

Sometime next week versatile TV Farm Editor Bob Nemcik will put away his variety of TV visuals, cover his typewriter, pack his bags and start for the big city.

On Monday, June 1, he assumes his new position with one of the leading advertising agencies in Chicago.

Since coming to Illinois in 1955 from Michigan State University, Bob has demonstrated a wide range of skills in the field of agricultural communications. Before starting his graduate program, he served as a member of the press section. In 1956 he took charge of our special dairy products information project, and last year he stepped into the farm television spot. To round things out, he has taken a turn as farm radio editor, produced a motion picture, written and edited a number of publications and assisted with the teaching program.

The budget situation will not permit us to replace Bob, but we will do our best to keep our farm television activities going at least until the end of the year.

For the summer, Jon Greeneisen will handle the noon farm television spot on WCIA while still keeping an eye on the farm radio activities. Bob Jarnagin and other members of the staff will help take up the slack in farm radio.

Interview 20 Farm Advisers...

Within the next week or 10 days, 20 farm advisers will be invited to participate in the second stage of Jon Greeneisen's research study on county information programs. The 20 names will be selected at random to give us a cross section of the state. The plan calls for a personal interview with each of the selected advisers during June conference.

5/21/59

The Problems Of Agriculture...

Last week we attended a two-day farm editors' conference on agricultural adjustment at Iowa State College. More than 50 farm editors from state, regional and national farm publications attended the conference, sponsored by the Agricultural Adjustment Center.

The sessions were designed to (1) identify the farm problem, (2) explain why it existed, and (3) consider possible solutions. The first two purposes were rather easy to take care of, but the third proved more difficult.

The Problem: The lecturing farm economists identified the farm problem as one of ever-mounting surpluses of commodities, especially feed grains. They saw the situation getting worse instead of better in the immediate years ahead.

The Reasons: The reasons for the problem, of course, are complex and varied. The consensus seemed to be that the physical plant of U. S. agriculture is simply too big if used to capacity. Farmers have the land, labor, capital and other resources to produce more than can be used under present marketing and price situations. Past government price programs were charged with being partly responsible for the problem. Research that has improved technology is partly responsible. The simple "freedom of agriculture" is partly responsible. And there are other factors of responsibility.

The Solutions: None of the experts had a ready answer. There seemed to be some agreement that the size of the physical plant would have to be reduced by taking large areas of land out of production. Economic assistance to needy countries might help if handled right. Reducing the number of farmers would also help.

It Says Here . . .

Special Farm Edition...

We tip our hat this week to The DeKalb Daily Chronicle for an excellent special farm edition which came out a week or so ago. In a special editorial tribute, the newspaper stated:

"This edition is dedicated as a tribute to our friends from the surrounding countryside, the agricultural people, father, mother, daughter, and son.

"Without their daily work in the fields of our thriving community, without their cooperation and their abiding faith in humanity and their great devotion to the soil, we 'city-folk' would not have much of a chance of survival.

"Our farm friends are the heart and soul of our livelihood for it is their hands that produce for us the basic essentials of the foods we eat and drink and the clothes we wear.

"Mutual cooperation, trust, and resourcefulness are among those things so necessary and essential to the American way of life."

It would be difficult to say it much better than that.

Communicating Farm Safety...

Our shop will stage a one-day workshop on communications for delegates to the National Farm Safety Conference at Allerton House June 8 and 9. Safety Specialist Ordie Hogsett has been one of the moving forces in lining up this year's program on the Illinois home grounds. Between 50 and 75 safety specialists from around the country are expected to attend.

In two half-day sessions we will try to hit the high points of effective writing, radio-television, persuasive visuals, and dramatic photography.

Could You Use Feed-Handling Movie?...

There has been some discussion in recent weeks regarding the advisability of producing a 15-minute sound-color movie on automatic feed-handling systems.

So we would like to ask you this question: Would you and the farmers in your county be interested in seeing such a movie produced for use in your county extension program?

Writing Good Reports...

Come to think of it, we have never heard anyone say that he would rather write a report than do anything else he could think of. But writing reports is an important part of our extension activity.

From a recent issue of "Notes and Quotes," published by the Connecticut General Life Insurance Company, we've picked up these thoughts on report writing:

"The things people dread doing they usually do poorly. If you approach the job of report writing in the wrong frame of mind, you are likely to be spectacularly unsuccessful. In your haste to get through you may gloss over facts or record them inaccurately....Report writing should be a challenge, not a bore!

"But if you think of reports as simply useless paperwork which...stifles your creativity and prevents you from attending to more important matters, they will be just that. You have refused to accept a responsibility of leadership. Ask yourself why: Are you afraid of the mental discipline you must exercise to put your thoughts in logical sequence on paper? Do you doubt your ability to do it? Are you lazy?

"...If you have the facts, if you have analyzed them properly, if your conclusions show sound judgment, you do not have to be a polished writer to prepare the kind of reports your management wants."

5/28/59

It Says Here . . .

Check List For Sucessful Management...

We've just finished reading a stimulating article by John Fox, President of the Minute Maid Corporation. In this discussion of successful management, Fox outlines his six major qualifications for successful leadership:

1. Creative Ability: Fox says some people call this quality "vision" or "imagination." Whatever the term, nothing starts without an idea. Ideas are the lifeblood of an organization, a must for success, an essential for growth.
2. Judgment: Webster defines this somewhat elusive quality as the "ability to judge justly or wisely, especially in matters affecting action." It is also described as "good sense." Men who are destined for leadership must be men who can make sound and wise decisions.
3. Administrative Skill: The good leader must be able to foresee the needs of his operation. He must have the ability to resolve these needs into a practical and understandable program.
4. Positive Attitude: A successful person must be optimistic. He must radiate confidence and enthusiasm. This positive approach cannot be manufactured or an artificial one. It must not be merely a pose; it must be sincerely and deeply felt.
5. Courage: Leaders must be men who will gamble. In business and elsewhere, the size of the risk is a measure of possible gain or loss. In nearly every decision, someone must have the courage to take positive action without having in hand ALL the facts and data which make the decision risk-free.
6. Character: A leader must be a man of high integrity. He must also have humility. Arrogant leaders are short-lived. Disraeli once said, "Every man has the right to be conceited, until he is successful."

More Radio Stations Today...

Farm radio-TV editor Jon Greeneisen pointed out the other day that there are nearly twice as many radio stations on the air today as there were 10 years ago. This growth in the number of stations came during the peak of television's development. What does this mean to you?

For one thing, it means that people still listen to the radio. Not as many hours each day as they did before television,but still quite a bit. It means there are more "local" stations needing and wanting local news and information for local listeners.

Peak listening time for radio is still early morning and noon. The level of home radio listening in the evening is extremely low, of course.

Radio programming is changing. There is more of what the trade calls continuous programming for longer periods of time. This means there is more need for short spot announcements. You can furnish your station these short spot announcements on tape or in script form.

Try Editing This Way...

After you've written a story, a column or a report, ask this question of each sentence: "Would the reader be missing anything important if I took this sentence out?" If the answer is "no," take out the sentence.

Chart On Soybean Disease...

Farm advisers will find another timely SUCCESSFUL FARMING wall chart in their packets this week. The subject is soybean diseases.

6/11/59

It Says Here ...

Strong Demand For Ag Journalists...

We have had about 30 requests for help in filling jobs in agricultural communications work, plus half a dozen in home economics journalism, during the past school term. We've had far too few qualified candidates to recommend for these positions.

You may occasionally run across young people who show interest or ability in writing, editing, radio or other information work. If you do, we'd appreciate it if you'd invite them to visit the Extension Editorial Office at any time, or write to us. We can help them with most questions they might have about career opportunities and the University of Illinois agricultural and home economics journalism training programs.

How Not To Write Your News Stories...

Here are seven sure-fire ways to get your story in the editor's waste basket:

1. Leave important items until the end to surprise the editor.
2. Have no appeal or news in the lead. Too many people may read it.
3. Do not use complete names, addresses and proper identification of people you write about. Everyone likes guessing games.
4. Expect the editor to check dates, spelling of names, places, etc. After all, he has to have something to keep him busy.
5. Disregard accuracy; it's so monotonous.
6. Use your opinion instead of fact. You know more about the story than anyone else, so they <u>have</u> to believe what you write.
7. Turn in messy copy. There's nothing like a jigsaw puzzle to cheer up a harried editors.

June List of Tapes...

Farm advisers will find the June list of tape recordings in this week's packet. If you would like any of these tapes, just check the list and return it to Farm Radio Editor Jon Greeneisen, 330 Mumford Hall.

A Look To September...

Our office has been asked to stage a series of two-day district sessions in September on "how to be a good writer." These sessions will be a follow-up to the meetings you had last winter on writing and all the reasons for writing. We hope to get right down to the business of "how to write." We want to be as practical and down to earth as we can.

The administrative group has asked us to outline our plans for these sessions at a meeting on July 6. We can do that. We can do it better if you will each drop us a card stating in one sentence what you consider your biggest writing headache. If you don't have any writing headaches, let us know whether you would be willing to help conduct the sessions.

Farmers Learn About Irrigation...

The article on page 44 of the June issue of BETTER FARMING METHODS reports on an Ohio State study regarding farmer sources of information about irrigation. Unfortunately, the university and the extension service did not rank too high as a source of information at any stage of the dissemination process. Wonder how we rank on other subjects?

6-18-59

It Says Here ...

Marliene To Marry...

In Extension, people are always talking about "change." People change, practices changes, methods change.

This is certainly the year for change in the editorial office. Several weeks ago we said goodby to farm television editor Bob Nemcik, who joined a Chicago advertising agency.

Next week Marliene von Bose puts the cover on her editorial typewriter to prepare for her wedding in early August. Marliene has been serving with distinction as home economics press editor since she graduated from Kansas State College four years ago. During these four years, she assisted in the revision of our home economics press services, supervised many of the editorial materials prepared for the dedication of Bevier Hall, established a monthly packet of news stories for home advisers, served as editor of the IHEA newsletter, and contributed in many other ways to the growth of the office. In August she will marry Marlowe Froke.

Jarnagin and Greeneisen to Leave...

Before August is over, we will also say goodby to veteran press editor Bob Jarnagin, farm radio editor Jon Greeneisen, and graduate assistant Phil Jones.

Bob will head for Michigan State University on a year's leave to start work on his Ph.D. One of the "old-timers" on the staff, Bob came to Illinois in 1948.

Jon has the opportunity to take advantage of a year's experience at the University of Wisconsin as farm radio editor. He will teach a farm radio course, as well as take charge of the farm programs and services.

Phil completes work for his M.S. degree and enters the Air Force in September.

6/24/59

And In Their Places...

The work in the press section will be ably handled by a new "team." Harold Guither will continue to head the section and serve as managing editor.

Efficient Patricia Close, who has been working with entomology, horticulture, and the office of Associate Dean, will add the department of animal science to her coverage beat. Pat, an animal science and journalism graduate from the University of Florida, has been on the staff two years.

Dean Nosker moves into the press section July 1 to serve as departmental editor for food technology, forestry, dairy science, agricultural engineering, and 4-H. Dean has been with us a year as head of the special project on dairy products information.

Burroff Tells 4-H Story With Photos...

Working with Don Nelson, editor of Illinois Valley Farmer, Agnes Burroff, assistant home adviser in Peoria County, has been successful in getting pictures taken to tell the extension story. One of the best was based on the simple theme, "It Takes Only 5 to Organize a 4-H Club," in her final drive for membership. We would like to give Agnes and other home advisers who are communicating with photos an "A" for effort. When you take the photos yourself, please enter them in the awards program.

A photo story on "Tips for Growing Beans" won for Emil Mosser of White County the Photo-of-the-Month award for May. Three extra points, as well as second-place award, go to Melvin Fink of Henry County for a plow-plant photo that appeared in PRAIRIE FARMER. All photos that appear in PRAIRIE FARMER are eligible for extra points in the awards program. Robert Wack of Stephenson County also won second with a well-planned Dairy Month shot. Mail June entries by July 5.

It Says Here . . .

A Request From Dean Howard...

Dean Howard mentioned the other day that he occasionally finds people (some who are staunch supporters of the College) who wonder whether or not the College of Agriculture is receiving adequate information and publicity coverage in the local newspapers. He can always point out that he feels the College _is_ receiving rather good publicity coverage, but he doesn't have much evidence to back up his belief.

He suggested that perhaps we could compile a folder or scrapbook of (tear sheets) clippings from newspapers around the state that are making good use of College of Agriculture material. We offered to make such a compilation with the help of you people in the counties.

If it isn't too much trouble, would each of you, for the two-week period from July 12 through July 25, send our office tear sheets from your local newspapers carrying stories from your office or from the College. We will then compile them for Dean Howard.

And Still More Changes...

Last week we gave you a rundown of all the changes taking place on the editorial staff. This week assistant artist Christ Sarro announced that he and his wife would head for Washington, D. C., on July 12, where Christ is considering one of several commercial art positions.

Audio-Visual Workshop In Chicago...

Those of you who are particularly interested in audio-visual aids may want to attend the 5th Annual Audio-Visual Workshop in Chicago July 27-28. This workshop is sponsored by the COUNTY AGENT & VO-AG TEACHER magazine. Current issues of the magazine carry information about the program.

Your Biggest Writing Problem...

A couple of weeks ago we asked you to drop us a card telling us what you considered your biggest writing headache. Here are some replies we have received so far:

"How to write the first couple of paragraphs of a newspaper story."

"Cutting sentences down to a size that is easily read."

"How to determine what makes an interesting and worthwhile news story."

"An interesting first paragraph in a news story to stimulate reading."

"Determining the right length for a news story."

"What approach should Extension workers use in presenting farm problems to the general newspaper readers?"

"Getting myself to put forth the intense mental effort required to write."

"Read articles written by advisers and then tell us what is wrong with them."

We plan to cover those problems in the September workshops. If you have others, drop us a card.

A Vacation For It Says Here...

Last year we gave this column a summer vacation. It worked so well that we are doing the same thing this year. So this is the last "It Says Here" message you will receive until September.

7/2/59

It Says Here . . .

Who Says It Says Here?...

After the summer and early fall vacation, It Says Here resumes publication. Give us a minute to explain who says It Says Here and for what purpose.

This is the weekly liaison letter between the Extension Editorial Office and the hard-working field staff of the Extension Service. The state administrative staff and most of the specialists also receive copies. For the most part, it is written by the editor with generous assistance from members of the editorial team.

The weekly letter permits us to pass along to you various ideas and suggestions on information and communications methods. These ideas come from a variety of sources. The letter also permits you people in the counties to exchange communications experiences. So we urge you to keep us posted on your work with press, radio, TV and visual aids.

With this first letter for the 1959-60 year, we also invite you to let us know what items you would like to have included during the weeks and months ahead.

What About Photos?...

What use can you farm advisers make of the two 8 x 10 photos enclosed in this week's packet? Can you display them in a main street window? On your office bulletin board? In the local bank? Would your newspaper be interested in printing them? Or the local county farm organization paper? We could supply several such photos each month if you want them. Let us know. We would also like to know where and how you use them.

October 15, 1959

Discounts On Photo Supplies...

If you are a fairly heavy user of photo supplies, you will be interested in the opportunity to purchase these supplies at a considerable discount. You'll find complete details in this week's packet. Be sure you read the information carefully.

Here Is The Equipment Catalog...

Farm and home advisers will also find the promised communications equipment catalog in this week's packet. This is the catalog we mentioned at the district writing workshops. Chances are we will be revising the publication from time to time. Let us know what you like and don't like about it.

October Wall Chart In Packet...

Farm advisers will find the SUCCESSFUL FARMING wall chart for October in this week's packet. It deals with pig losses.

Taped Interviews Available Again...

During the writing workshops, several of you asked if we were going to offer taped interviews with agricultural specialists as we did last year. Farm advisers will find the first list of current interviews enclosed in this week's packet. A new list will be sent to you every two weeks.

To get the interviews, simply check the ones you want and send us the list with your tape. We will dub the discussions onto your tape and return it within a week.

You can use the interviews for radio programs, for meetings and for your own information. If you have a topic on which you would like a specialist to comment, just send us your idea. We will gladly contact the specialist and make the tape.

It Says Here ...

Changes in Narrative Report...

Frankly, we've been overwhelmed by the enthusiastic effort many of you have put into revising your narrative reports.

With Assistant State Leader Ed Barnes we reviewed all the reports from District III. We also had an opportunity to review and comment on reports from Darl Fike, Paul Wilson, George Trull, Phil Farris,Arthur Haas and Ralph Broom. We regret that it is not possible for us to go over every report every month. The assistant state leaders do this, and we hope they will keep us posted on your successful efforts.

At the writing workshops, we promised to compose our version of a narrative report, and we still plan to do that. Unfortunately, "we just can't seem to find the time." That's a joke, ma'am.

Too Many Committees?...

A couple of years ago the U. S. Rubber Company abandoned the use of committees as a means of making management decisions. The company said that committee decisions took too long and often represented compromises rather than the selection of the best alternatives. Company leaders now believe they are getting better decisions faster when they are made by individuals rather than by committees.

Beacon-News Salutes Extension...

A recent issue of the Aurora Beacon-News gave a full-page salute to the home economics extension service of Kane county.

Written by staff writer Jerry Marzuki, the article outlined the background and organization of the local extension service and told what it was doing to help the women of the county. Home adviser Mildred Borg and assistant adviser Phyllis McCormick were saluted for their excellent leadership work.

Change in Dixon Springs Column Mailing...

Our survey among weekly newspapers showed a very limited use of the Dixon Springs column. Some southern Illinois papers reported occasional use. Others reported using it when supplied by the farm adviser.

Here's our new mailing plan: Dailies, radio, TV and farm advisers will continue to receive the column. Weeklies will receive a short story based on some item in the column.

If you know of weekly papers that want to use the column, plan to include it along with your news service to them.

We'll send other details of the survey later.

Speaking of Columns...

This is just a recap of some of the remarks about personal columns put out at the district writing workshops.

A personal column is NOT a weekly news service. The column should be part of the news service--but not all of it.

Primary purpose of a column is to develop a close personal relationship between you and your clients. News stories are impersonal. Columns are personal.

A column is the place to put bits and pieces of news, information, comments, observations and remarks that may not fit into news story structure. But most of all it is the place for local names--the folks you have talked with during the week,the things they are doing--and the things they are thinking about.

10/21/59

It Says Here . . .

Photographic Workshop By Mail...

The Extension In Action Photography Awards Program is actually a workshop by mail. It can help you improve your skill in using photos to tell your extension story.

This program should never be considered a mad race to see who is champion extension photographer each year. In this workshop, beginning photographers get as much attention as others.

The rules will remain the same this year as last year except that no one can receive more than one Photographer of the Year Award. Everyone, however, is eligible for monthly critiques. Monthly and yearly awards will be presented by PRAIRIE FARMER.

We are not sending another set of rules to you unless you request one for your use. This might be the last year for the program in the present form. Plan to take advantage of what might be your last chance for constructive help in your use of photography as a communication tool. Deadline for October entries is November 5.

Introductions In Order...

We're a little late, but we want to make sure you have met Miss Janice Woodard, our new home economics press editor. Janice joined our crew in August, coming from the University of Vermont.

Dean Nosker has moved into the press section from his assignment on the dairy products information project.

Rollie Henkes is spending half time in the press section and half time taking graduate work. Rollie graduated from Iowa State and spent a year on the editorial staff at North Dakota.

10-29-59

Tribute To A Farm Adviser...

"I'll bet that practically every one of us thinks we're busier than almost anyone else.

"So if you're a little tired and pressed for time today, take a look at a man who never seems in a hurry, yet accomplishes a tremendous lot of work.

"Of course, he cheats a little on us hard-working guys. He's frequently on the job for 12 or 13 hours a day.

"We're talking about Fred Holhubner, Wayne county's young and apparently easy-going farm adviser. His job, put most simply, is to act as an information channel between government and university agricultural scientific sources and residents of Wayne County."

Those were the lead paragraphs on a feature article written by a staff writer of the Wayne County Record. Extension can be proud to have this kind of relationship with the newspapers of Illinois.

Secret Radio Programs Reap Little...

Making effective use of time is a fairly universal goal. A good way of making time spent on radio programs more worthwhile is to boost your audience. Do this by letting people know you are on the air. Here's how:

(1) Get acquainted with the continuity person at the station. Tell him about your program and suggest some spot promos throughout the day.

(2) Make up simple posters giving the name of your program and telling when it is on the air. Keep one in your office. and put others around the county.

(3) Mention your program at meetings. Explain that you will use the program to keep the group posted on new developments. They are likely to listen if they know you are on the air.

It Says Here . . .

How Helpful Are Photos?...

A couple of weeks ago we sent all farm advisers two 8 x 10 photos and asked whether similar photographs would be useful in the future.

Orin Hertz says yes. "It is likely that some will be used in the Booster, some turned over to the Commercial-News and some posted in our office."

Truman May says the photos are too large. "We would like to have more pictures 3 x 6 to use chiefly in the monthly farm bureau publication and in newspapers."

Fred Holhubner says the pictures we sent will be used in the county farm organization paper and will be posted on the extension bulletin board.

Arnold Kemp answered the question by sending us tear sheets from the Galesburg-Register Mail in which the pictures were printed.

We appreciate these comments, but we need more indication of use before we start a regular service.

Wall Chart On Weed Killers...

Farm advisers will find the SUCCESSFUL FARMING wall chart for November in this week's packet. It has to do with new granular weed killers.

Why Hold Meetings?...

Most of you have scheduled winter meetings--one, two, three or half a dozen. They take time and they cost money. (Sometime, just for fun, figure out how much just one meeting does cost. Figure your time, the specialist's time and the time of the people who attend.)

In our book, there's only one reason for holding a meeting--to get information to the people. And there are two kinds of people to be reached--those who attend your meeting and those who don't attend.

Use Your Imagination...

The other day we ran across an article on imagination by B. W. Elsom in the publication "SUPERVISION."

He says, "If we do not use our imagination, we plod along each day seeing the same old things, going through the same old motions. So...

1. Concentrate Your Imagination on a Definite Problem. A problem is a challenge to constructive thinking. Ideas generally do not come to us haphazardly out of nowhere. Waiting for a bright idea to pop up will rarely help.

2. Get the Facts. You cannot think to the best advantage about a problem unless you have all the pertinent facts. Get thoroughly familiar with all phases of the problem. Facts often suggest solutions.

3. Talk the Problem Over With Other People. The very act of describing the problem may make you see it from a new viewpoint. If your listener suggests a solution, no matter how impractical it seems, consider it carefully.

4. Cultivate the Notebook Habit. Jot down the ideas that occur to you, of suggestions made by others. If you don't crystallize these ideas by putting them in writing, they may slip your mind and be forgotten.

5. Get the Habit of Utilizing Your Idle Moments Constructively. One executive whom I know gets many of his best business ideas during the minutes each morning when he is shaving. His mind is fresh and rested, the shaving is a more or less mechanical operation, and he turns his imagination loose on the day's problems.

6. Try the Process of Imaginative Experimentation. Consider every possible solution to your problem, and then begin a mental chess game of putting together every conceivable combination of these solutions."

November 5, 1959

It Says Here ...

New Civil Defense Film...

We've enclosed with this week's packet a brochure describing a new Civil Defense film. It's entitled "Rural Community Defense." Several of the assistant state leaders have reviewed it, and they recommend showing it to extension audiences this winter. This film shows how farm families can plan NOW for survival and how communities can develop survival plans and prepare to meet emergencies. If you want to show the film on television, that's O.K.

When showing the film, get a supply of these two booklets as hand-out material: "What You Should Know About Biological Warfare" and "Radioactive Fallout on the Farm."

You may already have received a supply of these booklets. If not, contact your local Civil Defense agency. Or write to the Office of Civil and Defense Mobilization, Washington, D. C.

If you wish to reserve the film, write to the University of Illinois. Address your requests to Audio Visual Aids Library, 605½ East Green, Champaign. If you write on official University of Illinois stationery, there's no cost except for return postage.

We'll Send You A Copy...

Farm and home advisers who want to sharpen their photography skill would enjoy reading "Snapshots Exposed" and "How to Take Better Kodachrome Pictures." Eastman Kodak Company has just sent us 50 free copies of each publication. We'll send them to you on a first-come, first-served basis.

11/11/59

Your Public Relations...

It's the way you meet people.
It's the way you answer the telephone.
It's the effort you make to remember names.
It's the attitude you take toward your work.
It's the way you talk about your organization, your staff--your country.
It's what you say about the people with whom you work.
It's the way you answer correspondence.
It's the enthusiasm--or lack of it--you have for your work.
It's YOU!

Publicity vs. Information...

There is a big and real and important difference between publicity and information. If you don't know that difference, you should start getting acquainted with it.

Publicity is designed to "do good" for the person or group or service putting out the stories. Information is designed to "do good" for the people who receive the stories. Think about that a minute. In our book, a sound editorial program to build public relations should be long on information and short on publicity. Any program that is long on publicity and short on information will wind up in the editor's wastebasket.

Where Do you Get Information?...

Two extension specialists who own farms were in drinking coffee the other day. One said, "You know where I get most of my information on better farming ideas? From the newspapers and magazines."

The second specialist said, "Me, too."

Can't help it. That's what these men said.

It Says Here . . .

<u>Ridlen Releases Reports...</u>

In this week's packet, farm advisers will find the first introductory offerings of a valuable new poultry reference.

In a new series of "Reports From Animal Science," poultry specialist Sam Ridlen and his colleagues in the department of agricultural economics discuss five key topics in the poultry field.

You will probably want to start a loose-leaf notebook for this series. Other subjects will be covered from time to time. If you need more information on a special topic in the poultry field, drop Sam a note.

Distribution of this series of special reports is limited to farm advisers, vocational agriculture teachers, and hatcheries in the state.

We are sure Sam would appreciate receiving your comments. Agricultural economist Jim Roush will be working closely with Sam on the series.

<u>An Award To A Leader...</u>

"This Is Your Life - Clarence H. Wall," and with those words the good people of Bond County honored a man who has served his friends and neighbors for 25 years as a volunteer 4-H Club leader.

The award presentation, modeled after the well-known TV program, was part of the county 4-H achievement night program.

In a front-page story in <u>The Greenville Advocate</u>, Home Adviser <u>Nina Bruns</u> by-lined: "Flabbergasted. That's the word Clarence H. Wall used after he was honored Saturday night at the 4-H achievement program for 25 years as a 4-H leader."

In another front-page story, the <u>Advocate</u> reported on the Club Congress award trip of Bond County's Patricia Mollet.

<u>New Photographic References...</u>

How to take challenging close-up photos of objects just 4 to 5 inches away from a simple box camera is told in a new publication by Eastman Kodak called "Close-Up Pictures With Brownie Star Cameras." It would make an excellent reference for instruction of 4-H'ers in such a technique. The "1959-60 Kodak School and Club Services" booklet carries a complete listing of Eastman services available to you. They include free loan of visual materials, reference materials and other services. You can get single copies of these publications free by writing directly to Sales Service Division, Eastman Kodak Company, Rochester 4, N. Y. If 4-H photography leaders would like to have copies, advise them to write too. It is against Eastman's policy to ship more than one copy per request. If an individual 4-H member wants copies of the "Close-Up" publication, he should write for it.

<u>Sorghum Photos Useful...</u>

A three-column photo story telling how one farmer was successfully using forage sorghum as silage in his beef operation attracted a lot of attention in this month's Extension In Action Photo Awards Program. It was the product of Emil Mosser and his wonderful working relationship with the editor of the <u>Norris City News</u>. Placing second was an entry on safety by Warren Myers of Macon County. The photo showed Extension Council members mailing cornpicker safety stickers to county wives. Each wife was asked to put the sticker on her husband's cornpicker. Deadline for November entries in the award program is December 5. Put your entry in the mail before then.

11/19/59

It Says Here ...

Coverage In Chicago...

John Woods and Pat Close of our staff will be covering the Junior Show at the International on Thanksgiving Day. They will take pictures and write cutlines on the youngsters who placed high in the various classes.

On Friday, Pat will join with other editors from across the nation on the press coverage committee for Club Congress. John will team up with Walt Griffith to do picture coverage of our Illinois Club Congress delegates. If any of these pictures show up in your local newspapers, we would appreciate a clipping.

Visits To Weekly Papers...

Last fall members of the editorial staff visited 50 weekly newspapers in the state. We wanted to find out how much farm and home news the weekly papers were using, where they got it, and whether or not they were using the editorial services of our office.

Each farm and home adviser will find a summary report of these visits in this week's packet. If the report stirs you to comment, we would be pleased to have same.

News For The Holidays...

Home advisers will be particularly interested in the special packet of news releases prepared for the Christmas holidays. It was put in the mail to you late last week. You should have it by now. Janice Woodard and June Foster of our shop get the tinsel for its preparation. If you liked it and would like to have another packet next year, it would not be a bad idea to let the girls know.

Schedule For Exhibit Workshops...

Last week you received official notice from the 4-H office about the exhibit workshops scheduled for December.

The meeting at Salem will be held on December 8 in the new Farm Bureau Building. This building is located on Highway 37 just north of the city limits.

The Decatur meeting will be on December 9 in the YMCA. Check the bulletin board there for the room location.

At Peoria the meeting is set for December 16 in the auditorium of the Farm Bureau Building. The address is 1716 North University Avenue, Peoria.

The last workshop at Joliet will be December 17 in the community room of the Joliet Federal Savings and Loan Building. Andy Wicklein informs us that the best entrance to the community room is off East Clinton Street. This is U.S. 30.

All meetings will start promptly at 10:30 a.m.

Remember to bring interested leaders who may serve as teachers in your county. Each participant is reminded to bring a pair of scissors, a ruler, pencils, and paste or rubber cement.

Shorter, Shorter, Shorter...

An item in Sunday's paper reminded us of some of your struggles with short sentences at the recent writing workshops. Sometime ago, as a rewrite man for the "New York Post," James Thurber received lecture after lecture on the virtues of short lead sentences. Finally he ran this lead for a page one story: "Dead. That's what Killer Joe Goochum was when police found him in an alley yesterday."

11-25-59

It Says Here . . .

How Well Do You Listen?...

All of us in educational work spend a great deal of time listening--at least someone is talking to us. But few of us really listen as well as we should or could.

Here are some suggestions on listening condensed from an article written by Ralph G. Nichols for Nation's Business:

"Find Area Of Interest. All studies point to the advantage in being interested in the topic under discussion. Bad listeners usually declare the subject dry after the first few sentences. Good listeners follow different tactics.

"The key to the whole matter of interest in a topic is the word use. Whenever we wish to listen efficiently, we ought to say to ourselves: 'What's he saying that I can use?'

"Judge Content, Not Delivery. Many listeners alibi inattention to a speaker by thinking to themselves: 'Who could listen to such a character? What an awful voice! Will he ever stop reading from his notes?'

"The good listener reacts differently. He may well look at the speaker and think, 'This man is inept. Seems like almost anyone ought to be able to talk better than that.' But from this initial similarity he moves on to a different conclusion, thinking 'But wait a minute....I'm not interested in his personality or delivery. I want to find out what he knows. Does this man know some things that I need to know?'

"Hold Your Fire. Overstimulation is almost as bad as understimulation, and the two together constitute the twin evils of inefficient listening. The overstimulated listener gets too excited, or excited too soon, by the speaker. Some of us are greatly addicted to this weakness. For us, a speaker can seldom talk for more than a few minutes without touching upon a pet bias or conviction. Occasionally we are roused in support of the speaker's point; usually it is the reverse. In either case overstimulation reflects the desire of the listener to enter, somehow, immediately into the argument.

"Listen For Ideas. Good listeners focus on central ideas; they tend to recognize the characteristic language in which central ideas are usually stated, and they are able to discriminate between fact and principle, idea and example, evidence and argument. Poor listeners are inclined to listen for the facts in every presentation.

"Be Flexible. Research has shown that our poor listeners think that note-taking and outlining are synonyms. They believe there is but one way to take notes--by making an outline.

"Actually, no damage would be done if all talks followed some definite plan of organization. Unfortunately, less than half of even formal speeches are carefully organized. There are few things more frustrating than to try to outline an unoutlineable speech.

"Work At Listening. One of the most striking characteristics of poor listeners is their disinclination to spend any energy in a listening situation.

"Listening is hard work. It is characterized by faster heart action, quicker circulation of the blood, a small rise in bodily temperature. The overrelaxed listener is merely appearing to tune in, and then feeling conscience-free to pursue any of a thousand mental tangents."

December 3, 1959

It Says Here ...

<u>Wall Chart on Soybeans...</u>

Farm advisers will find the December <u>Successful Farming</u> wall chart in this week's packet. In a recent letter, friend Dale Hewitt of Scott County pointed out that there was little need to mention the subject of these monthly charts, since you find out what they are as soon as you open them. So in the interests of efficiency we are not mentioning the subject of the December wall chart.

<u>"What About Extension?"...</u>

If you haven't already done so, take a look at J. J. Inskeep's article on page 31 of <u>Better Farming Methods</u>, December issue.

County Agent Inskeep discusses Extension's service role vs. its educational role. We were particularly interested in these quotations:

"The busier an agent becomes, the more important it becomes to use his limited time effectively. I do not know of anything more effective than good news items using many local names. The county editors love them, too.

"It is my belief that the office scrapbook in which are pasted county workers' news items over the years could, perhaps, become a better record of Extension accomplishments than the annual report."

<u>Hats Off to Vandalia Leader...</u>

From what we have seen of <u>The Vandalia Leader</u> recently, Farm Adviser J. B. Turner can be mighty pleased with the tremendous coverage extension work is receiving. We are sure it is one of the most cooperative papers in the state.

<u>Order Film Strips by December 24...</u>

All farm advisers have received information about a new color filmstrip on narrow-row soybean production. This is one of a number of such filmstrips we hope to produce for subject-matter specialists. There is one in the mill now on the installation of electric heating cables in swine farrowing houses.

These filmstrips can be mass produced at low cost because of a new processing technique. It's important, though, that all requests be in before the production order is issued. If you want the soybean filmstrip, <u>send your order to Johnny Pendleton by December 24</u>.

<u>Ag Short Course Packet Coming...</u>

All farm advisers will soon receive a packet of promotional materials for the 1960 Winter Short Course in Agriculture. As you probably know, it will be held in Urbana from February 8 through March 18.

This short course offers young farmers an excellent opportunity to learn about new developments in farming and to get a "taste" of college life. Attendance, however, has not been up to capacity for several years. So this year the College is staging an all-out campaign to let more young men and women know about the short course.

We sincerely hope you are able to use the information in the packet. You'll note that six posters have been included. If you can post them where they'll catch the eyes of young farmers, we'll certainly appreciate it.

12-10-59

It Says Here . . .

Merry Christmas

from

the

Editorial Staff

It Says Here ...

Holding A Good Meeting...

As we start the new year, here are some thoughts on holding good meetings from a paper prepared by Leslie H. Matthies:

"Nothing will kill a meeting faster than a room that is either overheated or just plain stuffy. Keep fresh air coming into the room to keep both the speaker and the audience awake.

"There is a saying that goes something like this: 'The mind can absorb only as much as the seat can take.'

"A real hard chair, just plain wood or steel, is a 20-minute chair. A chair with a little padding on it is a 30-minute chair. A chair that is reasonably well padded is a 40-minute chair. Ask your hotel or restaurant host to provide reasonably soft chairs if you regularly have talks that run between 40 and 50 minutes.

"If the speaker has brought along some movies or slides to show, don't put out all of the lights. Douse the one light just over the screen. If you can't put that particular light out, ask the building manager to put a shade over the light just above the screen. A dark room induces sleep.

"Some chairmen do not give enough time for people to think of questions. Give at least 30 seconds to see if people have questions. A few seconds of silence on the part of a chairman doesn't hurt a thing.

"The best chairmen always have a question or two 'planted' out in the audience. Those having the planted questions are instructed not to use them unless others are not forthcoming within the 30 seconds. After 30 seconds, these people spring their pump-priming questions. I have never seen the planted question idea fail. Invariably it will bring forth eight or ten good questions."

The Results Of A Survey...

Assistant Farm Adviser Kenneth Cook has sent us the results of a county survey conducted in Pulaski-Alexander counties. We think they will interest you.

The survey schedule was sent to every sixth name on the ASC mailing list. There were 181 replies from the 384 questionnaires sent out. This is a 47 percent return, but it took two reminders to get that high a return.

The farm families were asked to name their three main sources of information. Here were the replies:

Newspapers	119
Magazines	96
Radio	72
Farm advisers	63
Television	43
Neighbors	39
Commercial	20
EXTENSION MEETINGS	13

When asked if they read the news articles prepared by the farm advisers, 88 of the respondents said "regularly," 68 said "sometimes," and only 13 said "seldom or never." Nearly all said they wanted the news articles continued.

Only 13 said they listened "regularly" to the 4-H radio programs, but 66 said they listened "sometimes." There were 93 who said they seldom listened. There was about the same listenership to the radio farm news programs.

And A Happy New Year...

It goes without saying that we hope you have a most prosperous and happy New Year.

12-31-59